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***Taxable Sales
In California
(Sales & Use Tax)***

2012 First Quarter

Taxable Sales in California is a quarterly report on retail sales activity in California, as measured by transactions subject to sales and use tax. The report includes data about statewide taxable sales by type of business as well as data about taxable sales in all California cities and counties.

The following factors should be considered when using these data:

1. Total taxable transactions do not necessarily indicate the gross sales of stores dealing in taxable items. Only sales subject to sales or use tax are tabulated; excluded are sales for resale, sales of nontaxable items such as food for home consumption and prescription medicines, and taxable sales disclosed by Board audits.
2. Some businesses dealing primarily in nontaxable activities, such as services, manufacturing, contracting, or wholesaling, either sell some merchandise that is subject to sales tax or use some items that were purchased ex-tax and on which use tax must be paid. Such transactions are included in the tabulations.
3. Data are compiled by type of store but cannot be broken down by commodity.
4. Businesses are classified according to their principal line of merchandise or service.

Readers are invited to submit comments and suggestions designed to improve this publication to:

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TAXABLE SALES IN CALIFORNIA

FIRST QUARTER 2012

In the first quarter of 2012 taxable sales in California continued to climb, gaining 8.5 percent over the first quarter of 2011. First quarter 2012 taxable sales totaled \$128.4 billion, \$10.1 billion more than taxable sales in the first quarter of 2011. Taxable sales increased at a growth rate 5.8 percent faster than California personal income in the first quarter.

In constant dollar terms, first quarter 2012 taxable sales increased 5.5 percent from the same quarter the previous year. The California Taxable Sales Deflator, which measures the rate of change of all taxable sales in the state, was up 2.9 percent. This is faster than the 2.3 percent growth in the the California Consumer Price Index, which measures price changes of both taxable goods and nontaxable goods and services.

Taxable sales made by retail stores accounted for 68.8 percent of total taxable sales

in the first quarter of 2012, while nonretail outlets (all other outlets) comprised the remaining 31.2 percent. Taxable sales from total retail and food services stores rose 8.3 percent, somewhat lower than the increase by total nonretail outlets of 9.0 percent. Nonretail taxable sales include items such as business equipment and construction materials. The strong taxable sales of nonretail goods are consistent with national data showing sharply rising sales of business equipment and software.

Taxable sales made by motor vehicles dealers rose faster than any other major type of retailer at 13.3 percent. This parallels a national trend showing strong car sales. Sales rose at double-digit rates for both new and used cars. Gasoline Stations also had strong growth, 11.4 percent. Higher gas prices were responsible for much of the gain in gas sales.

TABLE 1. STATEWIDE TAXABLE SALES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

NAICS	Type of business	Number of permits on January 1, 2012	Taxable transactions			Per capita taxable transactions a/	
			Amount (in thousands)	Percent of total	Percent change from year to year	2012	2011
	Retail and Food Services						
441	Motor Vehicle and Parts Dealers	32,593	14,673,160	11.43	13.3	389.53	346.05
44111	New Car Dealers	2,341	10,703,699	8.33	14.5	284.15	249.84
44112	Used Car Dealers	7,099	1,656,174	1.29	12.7	43.97	39.28
4412	Other Motor Vehicle Dealers	3,000	612,320	.48	13.3	16.26	14.44
4413	Auto. Parts, Accessories and Tire Stores	20,153	1,700,966	1.32	7.0	45.16	42.49
442	Furniture and Home Furnishings Stores	17,766	2,299,467	1.79	6.7	61.04	57.61
4421	Furniture Stores	8,379	1,468,135	1.14	8.1	38.97	36.30
4422	Home Furnishings Stores	9,387	831,332	.65	4.2	22.07	21.31
443	Electronics and Appliance Stores	22,272	3,450,167	2.69	6.3	91.59	86.75
444	Bldg. Matrl. and Garden Equip. and Supplies	16,830	6,275,530	4.89	5.7	166.60	158.69
4441	Building Material and Supplies Dealers	11,432	5,755,619	4.48	5.3	152.80	146.01
4442	Lawn and Garden Equip. and Supplies Stores	5,398	519,911	.40	9.6	13.80	12.67
445	Food and Beverage Stores	30,797	5,607,623	4.37	4.2	148.87	143.77
44511	Supermarkets and Other Grocery Stores	12,202	4,097,888	3.19	2.8	108.79	106.47
44512	Convenience Stores	4,922	565,097	.44	5.5	15.00	14.31
4452	Specialty Food Stores	7,311	167,933	.13	13.6	4.46	3.95
4453	Beer, Wine, and Liquor Stores	6,362	776,706	.60	9.0	20.62	19.04
446	Health and Personal Care Stores	22,770	2,585,365	2.01	7.5	68.63	64.27
44611	Pharmacies and Drug Stores	5,748	1,621,295	1.26	2.8	43.04	42.16
44612-44619	Health and Personal Care Stores	17,022	964,070	.75	16.5	25.59	22.12
447	Gasoline Stations	9,896	14,045,801	10.94	11.4	372.88	336.93
448	Clothing and Clothing Accessories Stores	65,542	6,835,442	5.32	9.8	181.46	166.40
44811	Men's Clothing Stores	2,387	185,884	.14	8.7	4.93	4.57
44812	Women's Clothing Stores	9,695	1,058,931	.82	7.8	28.11	26.24
44813-44819	Family Clothing Stores, Accessories, and Other Stores	37,056	4,116,745	3.21	9.8	109.29	100.21
4482	Shoe Stores	5,091	751,046	.58	10.4	19.94	18.17
4483	Jewelry, Luggage, and Leather Goods Stores	11,313	722,836	.56	12.2	19.19	17.21
451	Sporting Goods, Hobby, Book, and Music Stores	27,907	2,472,279	1.93	-1.5	65.63	67.06
45111	Sporting Goods Stores	9,391	1,057,561	.82	5.5	28.08	26.77
45112-45114	Hobby, Toy and Musical Instrument Stores	7,359	822,071	.64	1.1	21.82	21.72
4512	Book, Periodical, and Music Stores	11,157	592,646	.46	-14.7	15.73	18.57
452	General Merchandise Stores	15,599	10,907,580	8.49	3.9	289.57	280.55
453	Miscellaneous Store Retailers	112,564	4,232,595	3.30	5.6	112.36	107.08
4531	Florists	4,621	125,598	.10	7.3	3.33	3.13
45321	Office Supplies and Stationery Stores	2,330	1,083,790	.84	-0.9	28.77	29.21
45322	Gift, Novelty, and Souvenir Stores	17,849	318,787	.25	7.7	8.46	7.91
4533	Used Merchandise Stores	14,228	190,628	.15	8.3	5.06	4.70
4539	Other Miscellaneous Store Retailers	73,536	2,513,793	1.96	8.1	66.73	62.14
454	Nonstore Retailers	151,972	729,458	.57	12.4	19.37	17.34
722	Food Services and Drinking Places	92,159	14,192,203	11.05	9.7	376.76	345.65
7221	Full-Service Restaurants	30,910	7,190,997	5.60	9.1	190.90	176.05
7222	Limited-Service Eating Places	49,496	6,217,860	4.84	10.3	165.07	150.60
7223	Special Food Services	8,968	489,304	.38	10.5	12.99	11.84
7224	Drinking Places (Alcoholic Beverages)	2,785	294,042	.23	9.8	7.81	7.15
	Total Retail and Food Services	618,667	88,306,671	68.76	8.3	2,344.29	2,178.14
	All Other Outlets						
11	Agriculture, Forestry, Fishing and Hunting	1,976	122,296	.10	18.2	3.25	2.76
21	Mining, Quarrying, and Oil and Gas Extraction	375	203,437	.16	3.7	5.40	5.24
22	Utilities	645	230,793	.18	-17.9	6.13	7.51
23	Construction	14,453	1,903,561	1.48	28.2	50.53	39.68
31 - 33	Manufacturing	51,103	8,900,758	6.93	7.4	236.29	221.44
42	Wholesale Trade	84,582	14,947,626	11.64	12.3	396.82	355.73
48 - 49	Transportation and Warehousing	3,306	369,316	.29	20.8	9.80	8.17
51	Information	5,980	2,058,882	1.60	-4.2	54.66	57.43
52	Finance and Insurance	2,877	469,850	.37	-5.4	12.47	13.27
53	Real Estate and Rental and Leasing	20,808	3,918,339	3.05	1.7	104.02	102.96
54	Professional, Scientific, and Technical Services	33,135	1,081,264	.84	4.0	28.70	27.78
55	Management of Companies and Enterprises	52	16,020	.01	-25.8	0.43	0.58
56	Adm. and Support and Waste Mgmt. and Remediation	13,551	516,187	.40	5.7	13.70	13.05
61	Educational Services	6,812	269,585	.21	-2.6	7.16	7.39
62	Health Care and Social Assistance	6,680	289,552	.23	10.3	7.69	7.02
71	Arts, Entertainment, and Recreation	5,409	545,630	.42	9.5	14.48	13.31
721	Accommodation	2,341	804,978	.63	5.3	21.37	20.43
81	Other Services (except Public Administration)	60,370	1,760,309	1.37	8.1	46.73	43.49
92	Public Administration	1,267	109,317	.09	-3.0	2.90	3.01
Others	Others	321	1,596,194	1.24	29.0	42.37	33.06
	Total All Other Outlets	316,043	40,113,893	31.24	9.0	1,064.91	983.30
	Total All Outlets	934,710	128,420,564	100.00	8.5	3,409.20	3,161.44
	Historical Data						
	Comparable data for total all outlets:						
	2007	1,049,325	132,750,022		3.1	3,647.01	
	2008	1,050,020	127,851,520		-3.7	3,483.28	
	2009	942,563	107,174,862		-16.2	2,899.23	
	2010	938,719	108,558,411		1.3	2,916.36	
	2011	958,050	118,326,354		9.0	3,161.44	

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NOTE: Detail may not compute to total due to rounding.

TABLE 2. TAXABLE SALES, BY COUNTY, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

County	Sales tax permits as of January 1, 2012			Taxable transactions				
	Incorporated cities	Outside incorporated cities	Total	Incorporated cities	Outside incorporated cities	Unallocated b/	Total	Percent change year to year
Alameda	35,956	1,851	37,807	\$4,915,748	\$167,501	\$734,401	\$5,817,650	8.8
Alpine	--	63	63	--	3,882	2,471	6,353	-13.7
Amador	620	681	1,301	23,191	52,614	11,243	87,048	5.9
Butte	4,181	1,527	5,708	496,340	52,162	64,561	613,063	6.7
Calaveras	167	1,244	1,411	13,478	39,987	10,131	63,596	3.6
Colusa	276	223	499	29,987	26,533	9,985	66,505	-3.4
Contra Costa	18,043	2,561	20,604	2,528,389	210,883	453,426	3,192,698	11.8
Del Norte	238	288	526	22,816	16,427	9,449	48,693	7.3
El Dorado	1,339	4,013	5,352	133,570	200,890	54,656	389,117	5.4
Fresno	15,607	3,121	18,728	2,204,043	284,155	320,250	2,808,448	12.1
Glenn	393	276	669	40,890	17,517	10,007	68,414	10.9
Humboldt	2,615	1,750	4,365	261,864	83,206	38,166	383,236	4.5
Imperial	2,739	405	3,144	407,734	46,551	70,803	525,088	2.6
Inyo	359	308	667	42,165	27,879	9,589	79,633	17.7
Kern	9,890	5,055	14,945	1,904,057	1,125,881	455,420	3,485,357	10.5
Kings	1,710	382	2,092	239,757	38,131	38,154	316,042	7.7
Lake	521	1,115	1,636	52,368	50,211	13,212	115,791	4.5
Lassen	262	297	559	25,923	13,732	13,586	53,241	16.1
Los Angeles	241,405	14,052	255,457	27,357,210	1,123,542	3,085,698	31,566,450	7.9
Madera	1,277	1,523	2,800	150,306	118,808	44,967	314,080	9.1
Marin	8,067	1,604	9,671	793,056	75,278	89,614	957,947	7.2
Mariposa	--	630	630	--	24,848	3,852	28,700	8.1
Mendocino	1,503	2,013	3,516	152,251	87,149	26,555	265,956	9.9
Merced	2,648	891	3,539	386,289	129,374	68,865	584,528	8.8
Modoc	165	189	354	10,413	2,615	7,267	20,295	47.4
Mono	362	219	581	41,451	10,275	6,181	57,907	-0.6
Monterey	7,004	2,819	9,823	932,457	161,026	129,400	1,222,883	9.0
Napa	3,676	1,580	5,256	370,783	139,743	83,726	594,252	15.1
Nevada	1,897	1,904	3,801	166,581	36,771	37,406	240,759	6.3
Orange	87,328	1,484	88,812	11,385,982	168,508	1,160,299	12,714,789	8.1
Placer	7,567	3,354	10,921	1,200,846	256,257	134,908	1,592,012	6.9
Plumas	92	797	889	2,981	21,301	13,687	37,969	14.2
Riverside	40,679	4,452	45,131	5,516,962	471,487	594,732	6,583,182	7.6
Sacramento	19,384	10,588	29,972	2,511,889	1,361,802	508,577	4,382,269	7.5
San Benito	820	334	1,154	65,974	23,885	15,629	105,488	5.4
San Bernardino	40,670	5,266	45,936	5,774,794	525,133	656,561	6,956,488	10.0
San Diego	69,497	10,903	80,400	9,454,461	615,087	1,185,883	11,255,431	8.0
San Francisco	26,530	--	26,530	3,560,005	--	--	3,560,005	9.8
San Joaquin	9,547	2,375	11,922	1,522,843	278,488	219,702	2,021,033	9.3
San Luis Obispo	5,840	3,305	9,145	683,632	236,155	99,703	1,019,490	13.3
San Mateo	17,038	1,555	18,593	2,473,143	343,456	320,630	3,137,230	8.2
Santa Barbara	9,613	2,402	12,015	1,087,784	123,638	173,274	1,384,696	9.8
Santa Clara	40,985	1,247	42,232	7,062,644	79,472	1,066,272	8,208,388	10.0
Santa Cruz	4,448	3,603	8,051	433,054	177,029	73,428	683,511	7.9
Shasta	3,533	1,810	5,343	469,249	63,236	55,123	587,607	6.4
Sierra	23	90	113	657	768	1,763	3,188	14.0
Siskiyou	1,119	645	1,764	70,608	13,840	21,398	105,846	4.2
Solano	7,294	438	7,732	1,180,390	30,221	152,561	1,363,172	8.2
Sonoma	10,958	5,648	16,606	1,207,661	254,670	144,972	1,607,303	6.9
Stanislaus	7,195	2,167	9,362	1,138,379	337,997	180,429	1,656,805	7.8
Sutter	1,406	429	1,835	225,556	55,861	30,016	311,433	6.6
Tehama	729	709	1,438	123,505	28,552	17,326	169,383	9.8
Trinity	--	515	515	--	12,586	2,887	15,474	-4.0
Tulare	5,985	2,223	8,208	972,922	148,480	138,345	1,259,748	12.6
Tuolumne	513	1,281	1,794	53,614	59,598	13,586	126,798	1.7
Ventura	19,425	1,778	21,203	2,334,723	97,031	244,345	2,676,099	7.1
Yolo	3,438	418	3,856	600,471	66,015	82,360	748,846	7.1
Yuba	374	775	1,149	41,538	47,451	21,649	110,638	9.2
Statewide	--	--	6,585	--	--	62,516	62,516	-18.5
TOTAL	804,950	123,175	934,710	\$104,859,386	\$10,265,579	\$13,295,599	\$128,420,564	8.5
HISTORICAL DATA								
2007	896,386	144,747	1,049,325	108,608,684	10,502,666	13,638,672	132,750,022	3.1
2008	898,691	143,253	1,050,020	104,212,838	10,212,026	13,426,656	127,851,520	-3.7
2009	805,565	129,834	942,563	87,510,320	8,406,354	11,258,188	107,174,862	-16.2
2010	804,154	127,672	938,719	88,874,872	8,404,014	11,279,524	108,558,411	1.3
2011	823,289	127,796	958,050	96,985,089	9,483,934	11,857,331	118,326,354	9.0

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NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	ALAMEDA		BUTTE		CONTRA COSTA		EL DORADO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	1,231	656,559	226	62,932	705	380,834	182	42,450
New Car Dealers	113	526,293	17	42,926	62	304,397	11	31,242
Used Car Dealers	324	49,355	48	4,226	189	27,449	26	2,284
Other Motor Vehicle Dealers	113	20,339	30	3,639	63	7,204	26	707
Auto. Parts, Accessories and Tire Stores	681	60,572	131	12,140	391	41,785	119	8,216
Furniture and Home Furnishings Stores	675	108,714	92	10,662	435	59,796	90	3,919
Furniture Stores	323	75,924	37	6,759	191	30,833	24	817
Home Furnishings Stores	352	32,790	55	3,902	244	28,963	66	3,102
Electronics and Appliance Stores	972	154,593	123	16,173	498	87,764	105	2,886
Bldg. Matrl. and Garden Equip. and Supplies	619	272,640	184	45,915	397	172,608	150	23,424
Building Material and Supplies Dealers	487	256,560	113	38,939	284	156,233	96	19,187
Lawn and Garden Equip. and Supplies Stores	132	16,080	71	6,975	113	16,375	54	4,237
Food and Beverage Stores	1,393	226,044	149	35,265	664	163,494	165	30,994
Supermarkets and Other Grocery Stores	575	156,350	71	28,960	278	122,660	52	25,923
Convenience Stores	213	17,199	23	2,523	111	13,511	22	2,198
Specialty Food Stores	306	8,216	29	254	150	4,636	41	613
Beer, Wine, and Liquor Stores	299	44,280	26	3,528	125	22,687	50	2,260
Health and Personal Care Stores	700	107,759	111	12,688	494	68,696	111	9,679
Pharmacies and Drug Stores	163	70,159	37	9,766	110	48,720	32	8,383
Health and Personal Care Stores	537	37,599	74	2,923	384	19,977	79	1,297
Gasoline Stations	417	555,553	83	74,190	303	377,499	52	65,653
Clothing and Clothing Accessories Stores	2,196	228,682	249	21,879	1,259	160,989	272	8,836
Men's Clothing Stores	70	5,853	5	763	53	5,342	6	464
Women's Clothing Stores	298	31,907	40	4,264	203	22,469	28	1,657
Family Clothing Stores, Accessories, and Other Stores	1,214	147,216	132	11,805	645	101,222	171	6,189 #
Shoe Stores	147	29,543	22	3,198	84	16,487	3	#
Jewelry, Luggage, and Leather Goods Stores	467	14,163	50	1,849	274	15,469	64	527
Sporting Goods, Hobby, Book, and Music Stores	1,128	111,001	190	17,599	644	68,391	205	7,343
Sporting Goods Stores	264	42,601	88	5,900	207	29,199	95	5,673
Hobby, Toy and Musical Instrument Stores	317	35,767	42	4,671	158	26,675	39	693
Book, Periodical, and Music Stores	547	32,633	60	7,029	279	12,518	71	978
General Merchandise Stores	497	402,831	60	74,737	253	321,063	64	23,762
Miscellaneous Store Retailers	4,834	232,927	700	21,843	2,777	96,572	799	13,395
Florists	203	4,632	16	357	116	1,988	28	296
Office Supplies and Stationery Stores	75	95,473	11	2,996	45	16,212	10	2,184
Gift, Novelty, and Souvenir Stores	550	10,447	119	1,185	323	5,995	209	2,195
Used Merchandise Stores	407	7,592	121	1,878	174	4,263	63	1,378
Other Miscellaneous Store Retailers	3,599	114,783	433	15,426	2,119	68,114	489	7,342
Nonstore Retailers	5,323	16,918	1,242	3,043	2,966	11,029	1,026	5,325
Food Services and Drinking Places	4,340	552,062	515	59,652	2,127	314,776	452	43,794
Full-Service Restaurants	1,338	253,228	192	27,811	706	153,935	190	24,498
Limited-Service Eating Places	2,347	256,316	249	28,083	1,137	142,772	231	17,908
Special Food Services	494	24,442	49	1,234	193	6,715	20	788
Drinking Places (Alcoholic Beverages)	161	18,076	25	2,524	91	11,353	11	600
Total Retail and Food Services	24,325	3,626,282	3,924	456,576	13,522	2,283,512	3,673	281,460
All Other Outlets	13,482	2,191,368	1,784	156,487	7,082	909,186	1,679	107,656
Total All Outlets	37,807	5,817,650	5,708	613,063	20,604	3,192,698	5,352	389,117
Historical Data								
Comparable data for total all outlets:								
2007	41,924	6,012,309	6,322	648,150	23,275	3,263,355	6,240	435,782
2008	42,610	5,695,460	6,376	623,709	23,590	3,167,388	6,222	428,167
2009	38,312	4,762,260	5,711	538,003	21,275	2,765,159	5,674	357,229
2010	38,669	4,917,426	5,734	553,698	21,084	2,722,376	5,502	357,696
2011	38,842	5,346,973	5,836	574,731	21,166	2,855,237	5,528	369,259

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)								
Type of business	FRESNO		HUMBOLDT		IMPERIAL		KERN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	1,000	365,430	125	44,212	157	54,432	714	327,503
New Car Dealers	68	220,739	12	24,905	10	34,791	46	225,098
Used Car Dealers	261	76,314	29	6,894	25	6,797 #	133	37,131
Other Motor Vehicle Dealers	61	15,828	12	1,317	10	#	44	14,920
Auto. Parts, Accessories and Tire Stores	610	52,549	72	11,097	112	12,844	491	50,354
Furniture and Home Furnishings Stores	366	49,165	43	4,705	45	2,369	228	94,913
Furniture Stores	215	34,031	15	2,471	24	698	125	85,005
Home Furnishings Stores	151	15,134	28	2,234	21	1,671	103	9,909
Electronics and Appliance Stores	485	47,906	67	5,776	57	9,972	266	42,078
Bldg. Matrl. and Garden Equip. and Supplies	408	156,982	164	35,593	93	25,643	322	138,596
Building Material and Supplies Dealers	246	119,137	95	26,700	56	18,797	215	119,995
Lawn and Garden Equip. and Supplies Stores	162	37,845	69	8,892	37	6,846	107	18,601
Food and Beverage Stores	788	141,635	125	27,752	106	16,415	648	120,177
Supermarkets and Other Grocery Stores	381	106,987	69	24,481	55	12,099	385	99,762
Convenience Stores	124	12,140	16	506	21	3,378	97	11,335
Specialty Food Stores	132	1,611	23	362	23	488	90	1,351
Beer, Wine, and Liquor Stores	151	20,897	17	2,404	7	451	76	7,730
Health and Personal Care Stores	387	49,983	83	9,773	58	4,507	337	42,718
Pharmacies and Drug Stores	127	35,041	38	8,285	22	2,774	125	30,434
Health and Personal Care Stores	260	14,942	45	1,487	36	1,732	212	12,284
Gasoline Stations	328	312,423	64	42,729	69	58,178	361	419,351
Clothing and Clothing Accessories Stores	1,702	110,186	173	10,520	313	33,880	698	77,581
Men's Clothing Stores	41	2,766	5	510	12	#	30	1,833
Women's Clothing Stores	178	17,297	26	1,316	75	5,232	95	12,399
Family Clothing Stores, Accessories, and Other Stores	1,194	66,817	95	5,830	154	22,989 #	372	43,129
Shoe Stores	91	13,017	9	1,450	47	3,801	78	11,988
Jewelry, Luggage, and Leather Goods Stores	198	10,289	38	1,414	25	1,858	123	8,231
Sporting Goods, Hobby, Book, and Music Stores	596	53,366	131	10,890	74	5,560	395	35,121
Sporting Goods Stores	215	18,875	50	4,850	31	1,474	160	13,982
Hobby, Toy and Musical Instrument Stores	157	17,846	30	2,962	29	2,814	113	13,730
Book, Periodical, and Music Stores	224	16,644	51	3,079	14	1,272	122	7,408
General Merchandise Stores	323	287,650	35	41,817	66	92,402	239	242,662
Miscellaneous Store Retailers	2,209	84,683	541	15,518	415	7,817	1,604	63,551
Florists	72	2,600	15	284	12	333	67	2,136
Office Supplies and Stationery Stores	44	21,719	5	2,366	5	2,087	33	13,849
Gift, Novelty, and Souvenir Stores	484	6,309	88	1,255	26	832	229	3,689
Used Merchandise Stores	526	4,366	59	2,478	213	404	242	2,274
Other Miscellaneous Store Retailers	1,083	49,689	374	9,135	159	4,161	1,033	41,602
Nonstore Retailers	1,678	12,354	1,131	1,401	369	1,549	2,773	9,281
Food Services and Drinking Places	1,976	255,674	384	33,743	311	43,940	1,572	226,623
Full-Service Restaurants	646	115,723	161	18,471	72	12,086	541	95,182
Limited-Service Eating Places	1,076	133,066	163	13,449	192	30,785	839	126,163
Special Food Services	196	3,461	39	343	28	420	136	2,255
Drinking Places (Alcoholic Beverages)	58	3,423	21	1,480	19	650	56	3,023
Total Retail and Food Services	12,246	1,927,438	3,066	284,429	2,133	356,664	10,157	1,840,155
All Other Outlets	6,482	881,010	1,299	98,807	1,011	168,424	4,788	1,645,202
Total All Outlets	18,728	2,808,448	4,365	383,236	3,144	525,088	14,945	3,485,357
Historical Data								
Comparable data for total all outlets:								
2007	20,467	2,928,117	4,745	383,697	4,338	526,902	16,532	2,821,135
2008	20,530	2,772,673	4,832	389,464	4,163	512,080	17,002	2,808,708
2009	18,671	2,345,381	4,446	328,925	3,403	430,079	15,061	2,451,858
2010	18,789	2,327,958	4,493	396,181	3,328	433,966	15,037	2,371,962
2011	18,652	2,506,273	4,476	366,679	3,412	511,810	15,251	3,155,361

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)								
Type of business	KINGS		LOS ANGELES		MARIN		MENDOCINO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	104	36,967	8,506	3,528,551	167	140,333	90	28,943
New Car Dealers	8	26,694	541	2,678,654	29	121,301	6	17,956
Used Car Dealers	19	2,324	1,724	390,914	36	8,538	14	1,609
Other Motor Vehicle Dealers	6	106	476	90,278	27	1,720	13	2,803
Auto. Parts, Accessories and Tire Stores	71	7,843	5,765	368,704	75	8,774	57	6,575
Furniture and Home Furnishings Stores	26	3,218	5,066	572,703	196	26,637	43	2,919
Furniture Stores	19	2,740	2,587	373,564	89	11,353	15	1,519
Home Furnishings Stores	7	477	2,479	199,139	107	15,283	28	1,400
Electronics and Appliance Stores	38	2,665	6,260	846,593	155	28,892	24	3,143
Bldg. Matrl. and Garden Equip. and Supplies	61	21,941	3,557	1,527,723	132	58,392	135	26,613
Building Material and Supplies Dealers	34	16,913	2,672	1,466,172	81	52,846	70	20,354
Lawn and Garden Equip. and Supplies Stores	27	5,029	885	61,550	51	5,545	65	6,259
Food and Beverage Stores	98	19,064	8,630	1,345,823	214	61,803	136	24,020
Supermarkets and Other Grocery Stores	54	13,583	3,229	989,755	84	47,047	56	19,623
Convenience Stores	15	3,500	1,537	114,861	28	5,888	13	1,041
Specialty Food Stores	13	129	2,154	47,443	47	1,219	35	465
Beer, Wine, and Liquor Stores	16	1,852	1,710	193,764	55	7,649	32	2,892
Health and Personal Care Stores	43	5,362	7,793	771,553	168	28,736	32	6,103
Pharmacies and Drug Stores	12	4,046	1,933	435,317	32	20,317	21	5,507
Health and Personal Care Stores	31	1,316	5,860	336,236	136	8,419	11	596
Gasoline Stations	41	40,754	2,166	3,437,500	65	96,053	53	46,503
Clothing and Clothing Accessories Stores	181	11,936	22,538	1,979,781	524	61,295	124	5,863
Men's Clothing Stores	4	59	865	53,855	17	1,689	6	168
Women's Clothing Stores	17	1,703	3,643	323,782	88	10,115	24	1,142
Family Clothing Stores, Accessories, and Other Stores	120	6,993	12,471	1,192,855	268	43,279	61	3,526
Shoe Stores	15	1,728	1,892	221,548	29	3,145	10	480
Jewelry, Luggage, and Leather Goods Stores	25	1,454	3,667	187,741	122	3,068	23	548
Sporting Goods, Hobby, Book, and Music Stores	57	3,143	7,319	569,507	318	30,229	113	4,823
Sporting Goods Stores	18	818	1,972	202,784	102	16,532	43	2,115
Hobby, Toy and Musical Instrument Stores	17	1,701	2,140	216,334	70	8,251	27	1,525
Book, Periodical, and Music Stores	22	623	3,207	150,389	146	5,446	43	1,183
General Merchandise Stores	47	34,916	6,178	2,452,987	67	59,205	23	17,250
Miscellaneous Store Retailers	270	7,555	32,222	1,137,729	1,177	39,668	426	10,598
Florists	5	253	1,261	31,897	46	1,167	12	100
Office Supplies and Stationery Stores	5	#	756	301,516	15	7,047	7	#
Gift, Novelty, and Souvenir Stores	51	448	4,620	84,933	191	2,926	73	1,358
Used Merchandise Stores	75	458	3,596	42,679	129	2,989	38	419
Other Miscellaneous Store Retailers	134	6,396 #	21,989	676,704	796	25,539	296	8,721 #
Nonstore Retailers	221	2,325	35,156	209,017	1,943	5,131	911	4,490
Food Services and Drinking Places	260	30,023	25,593	4,010,037	746	110,701	283	23,126
Full-Service Restaurants	63	7,487	7,570	1,953,792	339	76,620	147	11,828
Limited-Service Eating Places	158	21,170	15,120	1,820,762	286	28,853	97	9,655
Special Food Services	29	880	2,307	171,722	102	2,925	22	61
Drinking Places (Alcoholic Beverages)	10	487	596	63,762	19	2,303	17	1,583
Total Retail and Food Services	1,447	219,868	170,984	22,389,502	5,872	747,075	2,393	204,395
All Other Outlets	645	96,174	84,473	9,176,948	3,799	210,872	1,123	61,561
Total All Outlets	2,092	316,042	255,457	31,566,450	9,671	957,947	3,516	265,956
Historical Data								
Comparable data for total all outlets:								
2007	2,168	304,721	295,606	32,853,484	11,061	1,003,297	3,748	281,128
2008	2,192	320,305	295,251	32,092,730	11,011	976,110	3,820	278,482
2009	2,008	282,307	262,813	26,996,923	10,135	810,555	3,561	227,115
2010	1,998	267,708	260,242	27,101,568	9,984	840,878	3,575	229,021
2011	2,028	293,482	264,818	29,260,271	9,762	893,765	3,585	241,913

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)								
Type of business	MERCED		MONTEREY		NAPA		NEVADA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	198	56,968	316	156,591	78	33,108	123	14,112
New Car Dealers	28	34,423	33	103,686	12	24,821	1	#
Used Car Dealers	39	10,950	68	29,050	10	1,079	11	1,773 #
Other Motor Vehicle Dealers	10	600	27	2,585	15	314	21	5,337
Auto. Parts, Accessories and Tire Stores	121	10,994	188	21,271	41	6,895	90	7,002
Furniture and Home Furnishings Stores	41	4,301	191	18,882	67	5,273	72	5,870
Furniture Stores	25	2,915	74	9,095	35	2,798	23	2,648
Home Furnishings Stores	16	1,386	117	9,787	32	2,475	49	3,221
Electronics and Appliance Stores	79	8,179	162	20,926	81	10,143	63	3,894
Bldg. Matrl. and Garden Equip. and Supplies	95	28,463	171	60,328	81	37,801	132	23,557
Building Material and Supplies Dealers	56	26,435	109	51,329	55	35,876	84	20,280
Lawn and Garden Equip. and Supplies Stores	39	2,028	62	9,000	26	1,925	48	3,276
Food and Beverage Stores	180	30,993	380	63,153	389	39,646	97	20,321
Supermarkets and Other Grocery Stores	96	18,829	178	44,488	64	23,100	39	18,476
Convenience Stores	33	8,045	59	9,653	17	2,187	14	1,317
Specialty Food Stores	27	1,205	85	2,598	30	579	26	91
Beer, Wine, and Liquor Stores	24	2,915	58	6,414	278	13,780	18	438
Health and Personal Care Stores	92	7,962	134	22,686	56	7,155	79	7,465
Pharmacies and Drug Stores	24	6,215	42	18,517	12	5,144	13	5,893
Health and Personal Care Stores	68	1,747	92	4,169	44	2,011	66	1,571
Gasoline Stations	90	126,585	132	148,676	33	57,946	33	29,399
Clothing and Clothing Accessories Stores	256	13,636	624	58,343	187	19,877	209	4,538
Men's Clothing Stores	10	337	28	2,436	6	594	7	191
Women's Clothing Stores	26	2,043	97	10,096	32	3,470	28	1,117
Family Clothing Stores, Accessories, and Other Stores	173	8,092	328	30,359	95	10,340	125	2,341
Shoe Stores	15	1,830	48	7,455	22	3,059	5	355
Jewelry, Luggage, and Leather Goods Stores	32	1,334	123	7,996	32	2,414	44	535
Sporting Goods, Hobby, Book, and Music Stores	106	9,432	225	20,026	105	8,052	154	7,511
Sporting Goods Stores	34	2,334	83	8,994	37	2,849	59	5,249
Hobby, Toy and Musical Instrument Stores	27	3,631	53	7,482	26	3,363	24	460
Book, Periodical, and Music Stores	45	3,467	89	3,550	42	1,840	71	1,802
General Merchandise Stores	68	69,581	104	106,935	27	39,527	35	8,457
Miscellaneous Store Retailers	368	12,988	1,071	43,263	448	19,106	576	11,293
Florists	17	324	52	1,577	24	777	11	250
Office Supplies and Stationery Stores	7	1,727	15	5,691	3	#	9	2,513
Gift, Novelty, and Souvenir Stores	85	512	250	6,494	56	836	140	937
Used Merchandise Stores	53	460	151	2,401	38	642	67	572
Other Miscellaneous Store Retailers	206	9,963	603	27,100	327	16,851 #	349	7,020
Nonstore Retailers	397	2,642	2,061	6,134	912	3,091	714	4,512
Food Services and Drinking Places	431	49,331	1,038	138,452	356	70,023	265	26,289
Full-Service Restaurants	136	18,413	426	78,235	150	50,593	105	15,124
Limited-Service Eating Places	228	30,021	475	54,292	134	15,771	130	10,307
Special Food Services	52	336	113	4,911	59	1,835	24	323
Drinking Places (Alcoholic Beverages)	15	561	24	1,013	13	1,823	6	535
<i>Total Retail and Food Services</i>	2,401	421,059	6,609	864,395	2,820	350,748	2,552	167,217
<i>All Other Outlets</i>	1,138	163,468	3,214	358,488	2,436	243,504	1,249	73,541
<i>Total All Outlets</i>	3,539	584,528	9,823	1,222,883	5,256	594,252	3,801	240,759
Historical Data								
Comparable data for total all outlets:								
2007	3,939	582,863	11,225	1,264,734	4,923	561,331	4,300	292,190
2008	4,011	556,973	11,239	1,222,471	5,086	559,707	4,252	269,354
2009	3,636	470,713	10,181	1,015,199	4,853	486,268	3,893	216,728
2010	3,553	483,951	9,881	1,047,938	4,974	495,282	3,820	218,304
2011	3,577	537,159	10,205	1,121,506	5,071	516,349	3,838	226,468

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	ORANGE		PLACER		RIVERSIDE		SACRAMENTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	2,988	1,567,858	418	330,938	1,933	852,571	1,485	530,015
New Car Dealers	225	1,174,722	36	222,197	107	601,348	73	363,681
Used Car Dealers	706	215,814	113	73,551	354	80,933	386	61,602
Other Motor Vehicle Dealers	317	53,089	61	13,400	250	58,797	98	27,243
Auto. Parts, Accessories and Tire Stores	1,740	124,232	208	21,790	1,222	111,493	928	77,491
Furniture and Home Furnishings Stores	2,010	217,356	241	45,653	1,005	113,577	588	66,080
Furniture Stores	936	130,732	113	32,910	458	73,753	263	39,422
Home Furnishings Stores	1,074	86,623	128	12,744	547	39,824	325	26,659
Electronics and Appliance Stores	2,873	553,104	288	51,333	955	121,094	779	138,358
Bldg. Matrl. and Garden Equip. and Supplies	1,381	544,262	266	76,603	937	331,513	544	226,156
Building Material and Supplies Dealers	1,031	507,843	180	70,558	576	305,000	392	209,965
Lawn and Garden Equip. and Supplies Stores	350	36,419	86	6,045	361	26,513	152	16,191
Food and Beverage Stores	2,475	475,658	271	64,528	1,236	325,530	1,057	209,797
Supermarkets and Other Grocery Stores	994	350,261	81	47,348	468	233,794	392	155,202
Convenience Stores	312	40,584	40	5,938	220	53,548	209	25,073
Specialty Food Stores	704	21,504	103	2,979	334	7,424	291	4,075
Beer, Wine, and Liquor Stores	465	63,308	47	8,264	214	30,764	165	25,447
Health and Personal Care Stores	2,680	222,824	317	26,545	1,092	122,452	863	101,982
Pharmacies and Drug Stores	560	127,637	40	13,465	326	85,518	194	62,564
Health and Personal Care Stores	2,120	95,188	277	13,080	766	36,934	669	39,418
Gasoline Stations	688	1,250,461	108	201,399	469	873,954	353	472,640
Clothing and Clothing Accessories Stores	6,515	729,768	773	84,694	3,329	382,457	2,023	182,774
Men's Clothing Stores	223	18,407	11	1,671	146	12,650	59	6,557
Women's Clothing Stores	934	119,970	81	12,852	464	63,731	201	23,237
Family Clothing Stores, Accessories, and Other Stores	3,717	453,743	507	53,900	2,045	209,904	1,281	111,816
Shoe Stores	433	56,980	46	7,616	271	44,879	124	25,210
Jewelry, Luggage, and Leather Goods Stores	1,208	80,669	128	8,655	403	51,293	358	15,954
Sporting Goods, Hobby, Book, and Music Stores	2,931	254,444	462	47,258	1,248	119,145	1,033	99,901
Sporting Goods Stores	1,152	121,214	196	26,346	494	62,339	341	40,802
Hobby, Toy and Musical Instrument Stores	724	79,705	107	13,970	354	38,142	257	31,915
Book, Periodical, and Music Stores	1,055	53,526	159	6,942	400	18,663	435	27,184
General Merchandise Stores	1,526	1,071,837	196	132,489	823	727,750	531	459,088
Miscellaneous Store Retailers	10,434	406,158	1,556	41,991	5,629	187,529	3,938	135,730
Florists	445	10,053	48	692	167	3,521	169	2,940
Office Supplies and Stationery Stores	306	101,637	26	8,509	124	33,084	82	31,514
Gift, Novelty, and Souvenir Stores	1,765	28,734	355	3,152	891	17,086	862	9,769
Used Merchandise Stores	1,086	15,355	246	1,525	795	9,035	493	10,067
Other Miscellaneous Store Retailers	6,832	250,378	881	28,113	3,652	124,803	2,332	81,441
Nonstore Retailers	12,151	129,594	1,841	18,818	9,219	23,512	4,462	22,096
Food Services and Drinking Places	7,860	1,396,355	916	148,241	4,006	702,569	3,181	458,643
Full-Service Restaurants	2,422	739,543	350	82,671	1,221	316,183	1,078	215,015
Limited-Service Eating Places	4,465	589,601	495	62,239	2,353	362,004	1,715	219,263
Special Food Services	788	41,971	56	1,317	333	12,518	311	14,989
Drinking Places (Alcoholic Beverages)	185	25,240	15	2,014	99	11,863	77	9,375
Total Retail and Food Services	56,512	8,819,679	7,653	1,270,489	31,881	4,883,652	20,837	3,103,264
All Other Outlets	32,300	3,895,110	3,268	321,522	13,250	1,699,530	9,135	1,279,005
Total All Outlets	88,812	12,714,789	10,921	1,592,012	45,131	6,583,182	29,972	4,382,269
Historical Data								
Comparable data for total all outlets:								
2007	102,980	13,609,161	11,765	1,743,381	44,848	7,344,214	35,361	4,862,896
2008	99,067	13,061,269	12,031	1,615,759	46,834	6,608,575	35,636	4,604,586
2009	88,276	10,768,437	11,011	1,338,232	41,426	5,446,210	31,824	3,864,707
2010	88,694	10,800,790	10,891	1,382,244	42,308	5,554,758	31,237	3,894,040
2011	90,861	11,759,043	10,954	1,489,634	45,811	6,115,911	31,605	4,076,785

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)								
Type of business	SAN BERNARDINO		SAN DIEGO		SAN FRANCISCO		SAN JOAQUIN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	2,260	863,935	2,837	1,406,277	224	114,364	671	239,358
New Car Dealers	91	523,834	239	1,029,622	22	92,061	32	141,588
Used Car Dealers	459	153,046	777	161,472	33	3,203	133	29,646
Other Motor Vehicle Dealers	204	62,855	335	70,209	28	6,782	65	25,577
Auto. Parts, Accessories and Tire Stores	1,506	124,201	1,486	144,975	141	12,318	441	42,546
Furniture and Home Furnishings Stores	939	103,958	1,471	221,542	527	96,104	185	30,645
Furniture Stores	462	68,435	606	147,823	253	45,831	85	10,338
Home Furnishings Stores	477	35,524	865	73,718	274	50,273	100	20,307
Electronics and Appliance Stores	943	115,819	1,961	296,023	486	85,168	263	32,456
Bldg. Matrl. and Garden Equip. and Supplies	796	290,710	1,436	513,091	310	102,912	282	109,445
Building Material and Supplies Dealers	553	278,309	907	481,341	230	98,709	186	98,761
Lawn and Garden Equip. and Supplies Stores	243	12,402	529	31,750	80	4,202	96	10,684
Food and Beverage Stores	1,351	273,991	2,174	479,387	1,199	160,318	627	87,545
Supermarkets and Other Grocery Stores	485	189,694	749	331,622	632	117,065	244	66,280
Convenience Stores	261	49,170	395	60,062	131	7,659	117	9,257
Specialty Food Stores	331	6,673	566	16,451	272	7,171	151	2,512
Beer, Wine, and Liquor Stores	274	28,454	464	71,253	164	28,422	115	9,496
Health and Personal Care Stores	1,029	115,469	1,766	208,963	598	105,001	282	29,824
Pharmacies and Drug Stores	276	59,918	440	127,679	133	#	77	21,996
Health and Personal Care Stores	753	55,551	1,326	81,284	465	105,001 #	205	7,828
Gasoline Stations	584	914,647	776	1,126,017	120	159,631	210	320,134
Clothing and Clothing Accessories Stores	3,364	320,999	5,344	669,409	2,324	380,517	722	59,812
Men's Clothing Stores	140	8,306	188	15,389	96	8,850	25	1,471
Women's Clothing Stores	409	42,137	760	97,852	416	67,902	72	7,982
Family Clothing Stores, Accessories, and Other Stores	2,123	181,394	2,989	423,225	1,102	218,141	461	36,806
Shoe Stores	331	48,671	421	64,476	129	31,668	52	8,952
Jewelry, Luggage, and Leather Goods Stores	361	40,491	986	68,468	581	53,957	112	4,601
Sporting Goods, Hobby, Book, and Music Stores	1,187	125,028	2,748	231,399	820	84,922	313	33,980
Sporting Goods Stores	417	51,943	1,032	103,638	150	33,111	142	18,279
Hobby, Toy and Musical Instrument Stores	395	45,895	657	74,885	146	16,883	92	10,344
Book, Periodical, and Music Stores	375	27,190	1,059	52,876	524	34,927	79	5,357
General Merchandise Stores	1,003	656,962	982	1,029,924	262	162,637	187	221,403
Miscellaneous Store Retailers	5,404	313,360	9,958	346,469	3,525	140,799	1,313	85,476
Florists	145	3,069	571	18,698	224	7,265	43	1,291
Office Supplies and Stationery Stores	112	158,521	200	62,237	60	19,837	27	#
Gift, Novelty, and Souvenir Stores	822	12,965	1,362	31,232	622	23,790	236	1,820
Used Merchandise Stores	1,047	6,111	1,413	20,336	300	8,854	217	4,373
Other Miscellaneous Store Retailers	3,278	132,693	6,412	213,964	2,319	81,053	790	77,992 #
Nonstore Retailers	9,719	32,866	14,893	32,798	2,735	11,861	1,512	12,098
Food Services and Drinking Places	3,849	617,572	7,625	1,351,134	4,379	768,376	1,345	166,212
Full-Service Restaurants	1,118	246,742	2,468	733,124	2,046	529,744	456	72,464
Limited-Service Eating Places	2,321	352,011	4,175	542,319	1,672	160,867	679	89,058
Special Food Services	282	8,809	729	38,660	387	39,573	175	3,090
Drinking Places (Alcoholic Beverages)	128	10,009	253	37,031	274	38,192	35	1,600
Total Retail and Food Services	32,428	4,745,316	53,971	7,912,434	17,509	2,372,610	7,912	1,428,388
All Other Outlets	13,508	2,211,171	26,429	3,342,997	9,021	1,187,395	4,010	592,645
Total All Outlets	45,936	6,956,488	80,400	11,255,431	26,530	3,560,005	11,922	2,021,033
Historical Data								
Comparable data for total all outlets:								
2007	47,501	7,444,932	89,150	11,214,037	28,527	3,327,948	13,242	2,196,428
2008	49,421	6,881,449	87,450	11,006,966	28,522	3,486,701	13,451	2,065,818
2009	43,535	5,685,343	79,251	9,343,723	26,262	2,887,952	12,187	1,688,838
2010	44,500	5,737,210	79,446	9,570,811	26,063	2,891,620	12,088	1,699,173
2011	47,043	6,326,409	82,292	10,421,128	26,722	3,242,668	12,355	1,848,385

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

Type of business	(Taxable transactions in thousands of dollars)							
	SAN LUIS OBISPO		SAN MATEO		SANTA BARBARA		SANTA CLARA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	263	97,054	444	333,699	277	140,124	1,085	772,237
New Car Dealers	23	63,908	63	286,958	32	111,766	116	653,257
Used Car Dealers	37	10,836	106	13,853	54	6,047	218	33,394
Other Motor Vehicle Dealers	59	8,388	31	5,214	41	4,995	97	23,029
Auto. Parts, Accessories and Tire Stores	144	13,921	244	27,674	150	17,316	654	62,558
Furniture and Home Furnishings Stores	152	15,400	396	83,841	195	23,768	726	124,534
Furniture Stores	67	8,084	175	63,408	81	15,148	323	76,680
Home Furnishings Stores	85	7,316	221	20,433	114	8,620	403	47,854
Electronics and Appliance Stores	125	16,472	438	89,558	183	33,750	1,502	348,065
Bldg. Matrl. and Garden Equip. and Supplies	251	65,618	341	165,620	262	89,214	684	315,156
Building Material and Supplies Dealers	153	53,819	232	154,594	143	72,771	509	296,003
Lawn and Garden Equip. and Supplies Stores	98	11,799	109	11,026	119	16,443	175	19,153
Food and Beverage Stores	316	54,436	561	127,581	430	86,675	1,272	238,815
Supermarkets and Other Grocery Stores	85	36,508	249	92,664	171	64,151	430	169,009
Convenience Stores	39	6,039	69	8,190	60	10,037	220	23,771
Specialty Food Stores	61	1,110	138	3,971	69	936	327	5,781
Beer, Wine, and Liquor Stores	131	10,781	105	22,757	130	11,551	295	40,255
Health and Personal Care Stores	143	19,054	345	62,423	204	31,350	908	138,125
Pharmacies and Drug Stores	38	13,978	75	45,540	61	23,130	227	89,416
Health and Personal Care Stores	105	5,077	270	16,883	143	8,220	681	48,709
Gasoline Stations	92	119,435	212	301,231	110	150,635	398	648,325
Clothing and Clothing Accessories Stores	397	40,951	1,018	140,853	540	62,632	2,372	444,201
Men's Clothing Stores	15	2,047	31	3,496	19	723	91	10,897
Women's Clothing Stores	57	7,270	172	20,842	102	12,031	405	57,513
Family Clothing Stores, Accessories, and Other Stores	246	24,159	480	87,265	267	39,453	1,204	266,822
Shoe Stores	26	4,570	63	14,525	43	4,806	197	45,282
Jewelry, Luggage, and Leather Goods Stores	53	2,905	272	14,726	109	5,619	475	63,687
Sporting Goods, Hobby, Book, and Music Stores	304	24,187	545	64,604	333	28,569	1,193	151,229
Sporting Goods Stores	133	16,135	185	28,226	148	14,020	376	64,917
Hobby, Toy and Musical Instrument Stores	70	4,878	145	21,033	55	8,430	370	49,716
Book, Periodical, and Music Stores	101	3,174	215	15,344	130	6,120	447	36,595
General Merchandise Stores	88	77,819	190	242,536	125	100,089	378	535,799
Miscellaneous Store Retailers	1,081	32,647	2,096	112,981	1,087	53,147	4,022	205,354
Florists	40	852	126	3,777	63	#	206	4,748
Office Supplies and Stationery Stores	23	6,604	38	40,500	17	7,865	82	27,974
Gift, Novelty, and Souvenir Stores	221	3,886	346	11,363	165	7,176	693	13,263
Used Merchandise Stores	138	1,989	222	4,055	132	3,757	327	8,064
Other Miscellaneous Store Retailers	659	19,315	1,364	53,286	710	34,349 #	2,714	151,305
Nonstore Retailers	1,990	2,757	2,530	12,820	2,689	3,978	7,305	40,193
Food Services and Drinking Places	840	111,950	2,143	352,727	1,130	168,254	4,760	803,740
Full-Service Restaurants	405	69,786	856	205,069	476	92,007	1,710	427,389
Limited-Service Eating Places	359	38,252	933	119,754	493	68,685	2,283	310,587
Special Food Services	53	1,485	303	23,365	115	2,725	647	52,682
Drinking Places (Alcoholic Beverages)	23	2,426	51	4,539	46	4,837	120	13,081
<i>Total Retail and Food Services</i>	6,042	677,781	11,259	2,090,475	7,565	972,184	26,605	4,765,773
<i>All Other Outlets</i>	3,103	341,709	7,334	1,046,755	4,450	412,512	15,627	3,442,615
<i>Total All Outlets</i>	9,145	1,019,490	18,593	3,137,230	12,015	1,384,696	42,232	8,208,388
Historical Data								
Comparable data for total all outlets:								
2007	9,842	997,165	20,689	3,091,402	13,323	1,392,983	48,528	7,811,325
2008	10,137	912,042	20,432	3,101,507	13,360	1,375,548	48,148	7,736,596
2009	9,361	760,109	18,678	2,610,642	12,229	1,164,721	43,254	6,209,072
2010	9,172	773,032	18,446	2,651,240	12,068	1,182,298	42,399	6,678,215
2011	9,324	899,972	18,854	2,900,335	12,069	1,261,522	42,916	7,462,050

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)								
Type of business	SANTA CRUZ		SHASTA		SOLANO		SONOMA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	184	63,769	213	77,110	304	171,632	379	188,776
New Car Dealers	15	42,484	9	37,091	32	136,158	30	138,254
Used Car Dealers	37	5,731	49	17,380	67	4,682	89	11,471
Other Motor Vehicle Dealers	36	3,474	40	7,498	39	12,246	63	11,218
Auto. Parts, Accessories and Tire Stores	96	12,080	115	15,140	166	18,545	197	27,834
Furniture and Home Furnishings Stores	137	11,017	56	8,497	113	18,508	225	29,590
Furniture Stores	64	5,197	23	5,539	50	11,547	96	17,245
Home Furnishings Stores	73	5,820	33	2,958	63	6,962	129	12,345
Electronics and Appliance Stores	157	15,974	103	13,177	147	25,802	212	34,189
Bldg. Matrl. and Garden Equip. and Supplies	189	53,735	158	37,019	148	68,925	350	115,030
Building Material and Supplies Dealers	111	46,284	92	33,529	111	63,772	200	103,044
Lawn and Garden Equip. and Supplies Stores	78	7,451	66	3,490	37	5,152	150	11,986
Food and Beverage Stores	264	53,305	117	30,978	267	50,331	610	110,393
Supermarkets and Other Grocery Stores	99	36,613	65	26,652	92	35,754	179	78,434
Convenience Stores	30	3,996	11	664	49	5,155	66	9,825
Specialty Food Stores	75	2,598	20	283	59	1,955	99	2,158
Beer, Wine, and Liquor Stores	60	10,097	21	3,379	67	7,468	266	19,976
Health and Personal Care Stores	147	23,960	88	10,944	146	19,968	198	31,810
Pharmacies and Drug Stores	47	19,528	48	7,868	30	12,078	55	23,828
Health and Personal Care Stores	100	4,432	40	3,076	116	7,890	143	7,981
Gasoline Stations	79	87,998	88	83,043	142	176,393	144	175,773
Clothing and Clothing Accessories Stores	462	28,990	144	18,741	460	85,692	556	62,134
Men's Clothing Stores	17	903	7	#	16	2,289	20	2,215
Women's Clothing Stores	72	3,933	17	1,704	65	9,247	96	10,934
Family Clothing Stores, Accessories, and Other Stores	255	17,927	73	13,078	259	50,883	265	34,767
Shoe Stores	31	4,172	17	2,683	42	11,567	55	9,282
Jewelry, Luggage, and Leather Goods Stores	87	2,055	30	1,276	78	11,705	120	4,936
Sporting Goods, Hobby, Book, and Music Stores	306	17,879	155	14,795	202	23,825	377	36,648
Sporting Goods Stores	108	7,600	71	8,723	81	11,176	109	17,615
Hobby, Toy and Musical Instrument Stores	85	6,345	29	3,435	47	7,658	92	9,920
Book, Periodical, and Music Stores	113	3,934	55	2,637	74	4,991	176	9,113
General Merchandise Stores	61	53,745	30	70,303	89	146,173	91	148,931
Miscellaneous Store Retailers	955	30,343	561	18,046	892	40,108	1,733	57,043
Florists	38	621	14	512	34	1,054	57	1,237
Office Supplies and Stationery Stores	14	8,039	13	1,877	10	4,144	22	11,985
Gift, Novelty, and Souvenir Stores	181	2,673	86	1,437	93	2,246	245	3,988
Used Merchandise Stores	146	2,162	94	1,152	133	2,680	289	3,653
Other Miscellaneous Store Retailers	576	16,847	354	13,068	622	29,983	1,120	36,181
Nonstore Retailers	1,967	2,861	1,264	2,984	1,559	6,053	4,275	11,919
Food Services and Drinking Places	682	84,901	455	49,136	832	121,682	1,310	152,439
Full-Service Restaurants	273	49,656	164	25,112	258	50,582	551	84,222
Limited-Service Eating Places	317	32,261	225	22,306	458	66,587	554	59,840
Special Food Services	70	1,365	37	213	83	2,053	159	2,956
Drinking Places (Alcoholic Beverages)	22	1,618	29	1,506	33	2,460	46	5,421
<i>Total Retail and Food Services</i>	5,590	528,475	3,432	434,772	5,301	955,093	10,460	1,154,675
<i>All Other Outlets</i>	2,461	155,036	1,911	152,835	2,431	408,078	6,146	452,628
<i>Total All Outlets</i>	8,051	683,511	5,343	587,607	7,732	1,363,172	16,606	1,607,303
Historical Data								
Comparable data for total all outlets:								
2007	8,668	730,674	6,059	651,781	8,650	1,476,023	17,762	1,804,718
2008	8,679	698,230	6,044	612,629	8,678	1,373,583	18,020	1,713,271
2009	8,078	584,519	5,273	505,165	7,683	1,252,596	16,499	1,417,012
2010	7,936	605,423	5,238	625,535	7,560	1,194,512	16,714	1,424,157
2011	8,183	633,684	5,375	552,384	7,748	1,260,013	16,715	1,504,107

NOTE: Detail may not compute to total due to rounding.

TABLE 3. TAXABLE SALES IN THE 36 LARGEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)								
Type of business	STANISLAUS		TULARE		VENTURA		YOLO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
<i>Retail and Food Services</i>								
Motor Vehicle and Parts Dealers	619	216,527	391	128,165	572	407,249	167	66,837
New Car Dealers	32	113,416	36	83,860	66	330,609	11	43,703
Used Car Dealers	157	61,275	74	15,567	109	19,698	35	2,660
Other Motor Vehicle Dealers	41	12,570	23	3,526	91	18,227	15	4,918
Auto. Parts, Accessories and Tire Stores	389	29,266	258	25,212	306	38,715	106	15,556
Furniture and Home Furnishings Stores	186	20,860	154	13,303	312	40,291	52	22,945
Furniture Stores	90	12,771	78	8,187	138	21,264	27	#
Home Furnishings Stores	96	8,089	76	5,116	174	19,027	25	22,945 #
Electronics and Appliance Stores	231	29,092	159	69,149	387	65,180	75	7,895
Bldg. Matrl. and Garden Equip. and Supplies	234	107,075	250	74,874	353	150,721	92	41,437
Building Material and Supplies Dealers	154	92,248	114	59,733	230	133,952	65	37,367
Lawn and Garden Equip. and Supplies Stores	80	14,827	136	15,141	123	16,769	27	4,070
Food and Beverage Stores	445	72,166	316	54,753	620	125,114	148	34,026
Supermarkets and Other Grocery Stores	197	48,900	188	48,348	244	90,620	67	27,941
Convenience Stores	81	8,873	36	3,076	87	11,386	25	3,631
Specialty Food Stores	97	2,035	61	564	143	3,006	24	416
Beer, Wine, and Liquor Stores	70	12,358	31	2,764	146	20,103	32	2,038
Health and Personal Care Stores	220	27,727	169	23,101	400	55,656	79	8,453
Pharmacies and Drug Stores	57	18,705	52	12,978	110	33,511	18	6,568
Health and Personal Care Stores	163	9,022	117	10,123	290	22,145	61	1,885
Gasoline Stations	154	181,340	176	156,183	187	302,666	65	94,428
Clothing and Clothing Accessories Stores	595	65,389	783	45,075	1,098	181,844	172	11,528
Men's Clothing Stores	28	1,638	27	1,731	43	5,038	3	#
Women's Clothing Stores	67	10,156	83	5,152	195	27,860	14	1,950
Family Clothing Stores, Accessories, and Other Stores	339	36,738	509	27,725	594	107,403	114	7,643 #
Shoe Stores	55	10,449	59	7,360	118	22,120	10	1,227
Jewelry, Luggage, and Leather Goods Stores	106	6,409	105	3,108	148	19,423	31	709
Sporting Goods, Hobby, Book, and Music Stores	250	29,133	198	21,103	548	65,386	138	10,204
Sporting Goods Stores	94	9,412	63	8,253	231	30,209	56	4,568
Hobby, Toy and Musical Instrument Stores	75	13,590	66	8,612	114	20,400	29	2,256
Book, Periodical, and Music Stores	81	6,131	69	4,238	203	14,777	53	3,380
General Merchandise Stores	164	173,147	155	141,316	301	241,184	31	68,266
Miscellaneous Store Retailers	1,025	41,337	1,047	25,999	1,915	65,076	424	17,195
Florists	54	1,030	28	990	99	2,146	19	308
Office Supplies and Stationery Stores	21	7,244	12	4,333	48	11,845	5	1,891
Gift, Novelty, and Souvenir Stores	207	3,206	184	1,543	236	4,669	90	479
Used Merchandise Stores	155	1,324	279	1,578	223	4,332	44	1,130
Other Miscellaneous Store Retailers	588	28,533	544	17,555	1,309	42,084	266	13,387
Nonstore Retailers	1,125	7,577	1,069	4,332	4,637	19,196	514	5,350
Food Services and Drinking Places	1,026	138,702	816	98,291	1,834	287,726	439	56,180
Full-Service Restaurants	333	59,692	268	37,801	685	141,025	161	27,286 #
Limited-Service Eating Places	549	74,986	454	58,713	965	139,407	240	28,417
Special Food Services	112	1,900	72	1,063	149	4,974	28	#
Drinking Places (Alcoholic Beverages)	32	2,124	22	713	35	2,320	10	477
Total Retail and Food Services	6,274	1,110,073	5,683	855,645	13,164	2,007,290	2,396	444,744
All Other Outlets	3,088	546,732	2,525	404,103	8,039	668,809	1,460	304,102
Total All Outlets	9,362	1,656,805	8,208	1,259,748	21,203	2,676,099	3,856	748,846
Historical Data								
Comparable data for total all outlets:								
2007	10,873	1,717,742	8,940	1,150,387	24,047	2,924,699	4,099	742,734
2008	11,069	1,600,715	8,885	1,122,779	24,315	2,693,021	4,183	744,389
2009	9,873	1,370,129	8,134	961,094	22,008	2,280,585	3,813	668,551
2010	9,449	1,379,106	8,127	994,096	22,219	2,326,018	3,848	646,885
2011	9,638	1,536,475	8,211	1,118,847	21,642	2,499,749	3,929	699,401

Sales omitted because their publication would result in the disclosure of confidential information. In Table 3, these are included in the class-of-business group to which they belong when possible.

NOTE: Detail may not compute to total due to rounding.

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	ALPINE		AMADOR		CALAVERAS		COLUSA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	2	#	38	4,817	53	1,975	25	7,209
Home Furnishings and Appliance Stores	2	#	50	2,546	49	1,759	10	183
Bldg. Matrl. and Garden Equip. and Supplies	1	#	44	9,631	45	4,675	23	3,143
Food and Beverage Stores	5	55	51	6,651	55	6,867	25	2,116
Gasoline Stations	2	#	23	13,696	27	11,142	15	8,886
Clothing and Clothing Accessories Stores	1	#	51	976	56	682	11	153
General Merchandise Stores	--	#	22	#	22	1,095	6	100
Food Services and Drinking Places	10	231	119	7,373	117	6,712	50	4,702
Other Retail Group	18	967 #	513	17,888 #	567	7,214	125	3,146
Total Retail and Food Services	41	1,253	911	63,578	991	42,121	290	29,637
All Other Outlets	22	5,099	390	23,470	420	21,475	209	36,868
Totals All Outlets	63	6,353	1,301	87,048	1,411	63,596	499	66,505
Type of business	DEL NORTE		GLENN		INYO		LAKE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	11	1,986	37	6,826	21	4,864	53	8,470
Home Furnishings and Appliance Stores	14	580	13	576	14	866	56	2,760
Bldg. Matrl. and Garden Equip. and Supplies	16	4,786	30	2,979	20	3,703	47	12,115
Food and Beverage Stores	24	4,463	24	3,414	17	4,244	62	13,108
Gasoline Stations	7	6,567	16	12,293	28	18,024	20	15,161
Clothing and Clothing Accessories Stores	21	431	11	200	15	432	33	658
General Merchandise Stores	6	#	10	#	12	4,699	12	14,458
Food Services and Drinking Places	59	4,693	63	4,417	66	6,193	139	10,047
Other Retail Group	197	10,395 #	239	8,878 #	247	5,364	675	7,865
Total Retail and Food Services	355	33,902	443	39,583	440	48,389	1,097	84,642
All Other Outlets	171	14,791	226	28,831	227	31,244	539	31,150
Totals All Outlets	526	48,693	669	68,414	667	79,633	1,636	115,791
Type of business	LASSEN		MADERA		MARIPOSA		MODOC	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	18	5,765	158	34,515	21	552	11	1,175
Home Furnishings and Appliance Stores	15	1,449	100	4,328	17	338	8	274
Bldg. Matrl. and Garden Equip. and Supplies	29	2,765	84	25,183	23	1,704	18	999
Food and Beverage Stores	19	1,973	122	21,440	37	3,359	11	830
Gasoline Stations	18	7,724	56	65,962	10	2,842	4	1,922
Clothing and Clothing Accessories Stores	11	1,030	219	3,580	24	221	4	68
General Merchandise Stores	5	#	51	#	2	#	1	#
Food Services and Drinking Places	42	3,673	247	22,821	48	2,172	36	1,034
Other Retail Group	181	10,486 #	880	33,698 #	236	2,305 #	143	1,610 #
Total Retail and Food Services	338	34,864	1,917	211,526	418	13,492	236	7,912
All Other Outlets	221	18,377	883	102,555	212	15,208	118	12,383
Totals All Outlets	559	53,241	2,800	314,080	630	28,700	354	20,295
Type of business	MONO		PLUMAS		SAN BENITO		SIERRA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	12	257	27	1,456	56	9,803	2	#
Home Furnishings and Appliance Stores	15	429	27	546	32	1,311	3	#
Bldg. Matrl. and Garden Equip. and Supplies	20	1,762	31	2,124	33	4,445	7	337
Food and Beverage Stores	25	3,449	20	4,114	41	6,501	5	312
Gasoline Stations	13	4,142	18	4,046	14	17,093	3	#
Clothing and Clothing Accessories Stores	25	2,250	23	263	37	685	2	#
General Merchandise Stores	14	521	8	381	10	8,140	5	16
Food Services and Drinking Places	86	17,966	90	2,305	114	10,351	12	143
Other Retail Group	182	8,020	344	3,366	411	11,362	47	523 #
Total Retail and Food Services	392	38,794	588	18,602	748	69,692	86	1,331
All Other Outlets	189	19,112	301	19,368	406	35,796	27	1,857
Totals All Outlets	581	57,907	889	37,969	1,154	105,488	113	3,188

NOTE: Detail may not compute to total due to rounding.

TABLE 4. TAXABLE SALES IN THE 22 SMALLEST COUNTIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	SISKIYOU		SUTTER		TEHAMA		TRINITY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	48	5,677	119	35,494	60	23,527	13	465
Home Furnishings and Appliance Stores	48	1,879	81	7,341	26	1,441	9	562
Bldg. Matrl. and Garden Equip. and Supplies	82	4,939	53	26,301	44	9,628	15	1,697
Food and Beverage Stores	45	7,443	89	13,667	52	7,407	19	815
Gasoline Stations	35	31,778	40	34,248	29	56,069	13	4,352
Clothing and Clothing Accessories Stores	27	549	109	11,147	22	614	8	147
General Merchandise Stores	9	#	28	49,994	8	#	2	#
Food Services and Drinking Places	149	7,804	170	23,493	129	10,059	36	1,440
Other Retail Group	730	13,156 #	533	22,161	601	18,266 #	246	1,976 #
Total Retail and Food Services	1,173	73,224	1,222	223,846	971	127,010	361	11,454
All Other Outlets	591	32,622	613	87,588	467	42,373	154	4,020
Totals All Outlets	1,764	105,846	1,835	311,433	1,438	169,383	515	15,474

Type of business	TUOLUMNE		YUBA	
	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services				
Motor Vehicle and Parts Dealers	59	11,021	57	8,577
Home Furnishings and Appliance Stores	63	2,706	39	1,301
Bldg. Matrl. and Garden Equip. and Supplies	57	12,341	50	3,689
Food and Beverage Stores	52	8,311	55	5,001
Gasoline Stations	27	19,149	29	25,080
Clothing and Clothing Accessories Stores	82	3,248	67	594
General Merchandise Stores	22	#	18	#
Food Services and Drinking Places	159	11,375	114	10,103
Other Retail Group	687	30,002 #	392	18,992 #
Total Retail and Food Services	1,208	98,152	821	73,336
All Other Outlets	586	28,646	328	37,302
Totals All Outlets	1,794	126,798	1,149	110,638

Sales omitted because their publication would result in the disclosure of confidential information. In Table 4, these are included with "Other Retail Group" when possible.

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	AGOURA HILLS		ALAMEDA		ALHAMBRA		ALISO VIEJO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	19	724	52	3,928	75	85,599	15	1,213
Home Furnishings and Appliance Stores	63	12,282	79	3,551	74	4,251	85	10,390
Bldg. Matrl. and Garden Equip. and Supplies	14	3,880	34	3,905	26	#	10	#
Food and Beverage Stores	15	4,140	74	15,266	50	7,723	17	6,219
Gasoline Stations	13	21,340	10	18,820	11	26,665	12	17,434
Clothing and Clothing Accessories Stores	46	1,112	97	7,188	81	3,926	82	#
General Merchandise Stores	14	25	29	#	43	52,717	24	#
Food Services and Drinking Places	65	14,217	214	26,141	207	36,585	71	15,312
Other Retail Group	279	6,688	815	20,494 #	490	33,367 #	373	30,789 #
Total Retail and Food Services	528	64,408	1,404	99,295	1,057	250,834	689	81,356
All Other Outlets	320	11,790	561	47,565	522	27,431	350	12,189
Totals All Outlets	848	76,198	1,965	146,860	1,579	278,265	1,039	93,545
Type of business	ANAHEIM		ANTIOCH		APPLE VALLEY		ARCADIA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	376	125,779	48	36,000	44	3,716	36	#
Home Furnishings and Appliance Stores	369	45,083	54	4,757	53	6,322	96	3,063
Bldg. Matrl. and Garden Equip. and Supplies	177	101,198	27	#	15	14,513	17	1,462
Food and Beverage Stores	285	37,055	46	10,989	35	10,261	47	9,229
Gasoline Stations	82	142,896	27	28,597	12	20,811	13	21,846
Clothing and Clothing Accessories Stores	433	23,855	94	7,496	60	4,772	185	44,240
General Merchandise Stores	101	44,960	29	54,620	20	24,576	47	16,625
Food Services and Drinking Places	752	162,079	161	23,437	106	17,431	196	35,058
Other Retail Group	1,922	72,125	436	29,723 #	442	9,562	604	37,353 #
Total Retail and Food Services	4,497	755,030	922	195,618	787	111,964	1,241	168,875
All Other Outlets	3,334	537,528	389	19,238	281	5,815	597	26,685
Totals All Outlets	7,831	1,292,558	1,311	214,857	1,068	117,779	1,838	195,560
Type of business	ARROYO GRANDE		ATASCADERO		AUBURN		AZUSA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	15	8,123	38	4,988	37	10,544	49	4,602
Home Furnishings and Appliance Stores	33	3,804	26	2,040	25	1,166	32	948
Bldg. Matrl. and Garden Equip. and Supplies	15	4,642	32	10,905	16	2,759	14	706
Food and Beverage Stores	21	3,772	25	8,887	21	3,586	41	3,924
Gasoline Stations	7	10,674	11	13,406	7	#	15	18,523
Clothing and Clothing Accessories Stores	27	#	23	584	40	1,050	47	3,015
General Merchandise Stores	6	#	9	3,172	6	#	21	#
Food Services and Drinking Places	61	8,755	67	8,286	66	6,748	103	11,569
Other Retail Group	245	20,992 #	336	6,955	307	62,213 #	230	39,790 #
Total Retail and Food Services	430	60,761	567	59,224	525	88,066	552	83,078
All Other Outlets	187	4,987	299	8,926	264	11,746	363	19,106
Totals All Outlets	617	65,747	866	68,150	789	99,812	915	102,184
Type of business	BAKERSFIELD		BALDWIN PARK		BARSTOW		BEAUMONT	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	320	252,417	54	8,017	32	6,409	29	4,611
Home Furnishings and Appliance Stores	279	51,420	43	797	12	1,379	30	5,282
Bldg. Matrl. and Garden Equip. and Supplies	113	77,205	32	14,982	6	#	21	#
Food and Beverage Stores	230	51,093	58	6,898	33	6,516	21	4,631
Gasoline Stations	113	136,046	12	19,194	23	61,814	6	17,435
Clothing and Clothing Accessories Stores	425	66,271	56	1,770	58	25,913	72	#
General Merchandise Stores	101	203,239	23	21,837	10	#	31	16,797
Food Services and Drinking Places	782	144,092	110	18,528	104	16,770	62	8,068
Other Retail Group	2,601	88,518	224	10,458	122	18,815 #	558	15,466 #
Total Retail and Food Services	4,964	1,070,300	612	102,482	400	137,616	830	72,289
All Other Outlets	2,063	347,321	402	28,933	127	6,976	167	6,127
Totals All Outlets	7,027	1,417,621	1,014	131,415	527	144,592	997	78,416

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	BELLFLOWER		BENICIA		BERKELEY		BEVERLY HILLS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	99	24,854	29	1,476	37	31,251	20	64,954
Home Furnishings and Appliance Stores	62	1,949	27	1,297	140	15,043	96	7,788
Bldg. Matrl. and Garden Equip. and Supplies	17	1,346	18	4,543	50	17,203	12	1,045
Food and Beverage Stores	53	7,411	14	4,381	127	23,599	27	4,302
Gasoline Stations	21	30,457	14	16,626	26	26,239	7	9,075
Clothing and Clothing Accessories Stores	55	1,538	39	404	246	12,643	399	174,392
General Merchandise Stores	26	5,066	10	#	48	2,244	35	62,562
Food Services and Drinking Places	148	14,912	68	7,577	534	65,282	203	76,114
Other Retail Group	343	8,212	355	9,212 #	1,608	60,830	815	30,862
Total Retail and Food Services	824	95,745	574	45,517	2,816	254,335	1,614	431,093
All Other Outlets	414	15,418	384	74,942	1,181	77,829	834	89,820
Totals All Outlets	1,238	111,164	958	120,459	3,997	332,165	2,448	520,914
Type of business	BREA		BRENTWOOD		BUENA PARK		BURBANK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	57	6,845	43	10,371	42	150,044	109	40,947
Home Furnishings and Appliance Stores	102	12,586	52	9,619	79	165,170	208	90,859
Bldg. Matrl. and Garden Equip. and Supplies	27	21,581	22	12,844	22	#	49	38,659
Food and Beverage Stores	37	9,207	28	9,846	52	10,010	97	24,240
Gasoline Stations	11	25,244	15	22,690	12	20,486	32	44,589
Clothing and Clothing Accessories Stores	191	59,919	79	9,768	107	9,014	255	30,553
General Merchandise Stores	31	42,587	10	#	33	26,471	53	66,040
Food Services and Drinking Places	168	49,035	119	20,668	202	37,433	391	78,999
Other Retail Group	444	34,502	271	15,256 #	508	21,762 #	1,064	62,037
Total Retail and Food Services	1,068	261,504	639	111,062	1,057	440,390	2,258	476,922
All Other Outlets	869	105,095	282	13,039	653	75,692	1,533	176,722
Totals All Outlets	1,937	366,600	921	124,101	1,710	516,082	3,791	653,643
Type of business	BURLINGAME		CALABASAS		CALEXICO		CAMARILLO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	40	65,295	15	32,508	49	9,941	42	14,415
Home Furnishings and Appliance Stores	57	4,513	30	2,120	49	955	69	4,847
Bldg. Matrl. and Garden Equip. and Supplies	31	5,466	7	#	22	349	26	19,412
Food and Beverage Stores	41	6,060	17	6,090	28	3,643	55	11,497
Gasoline Stations	11	10,790	7	9,811	15	14,119	19	37,126
Clothing and Clothing Accessories Stores	97	9,825	77	5,463	201	7,821	171	75,634
General Merchandise Stores	13	80	11	#	37	#	20	17,688
Food Services and Drinking Places	143	25,536	51	10,211	69	10,747	176	32,130
Other Retail Group	328	12,089	256	8,871 #	556	31,463 #	650	20,150
Total Retail and Food Services	761	139,656	471	75,073	1,026	79,037	1,228	232,899
All Other Outlets	627	52,499	280	48,513	223	5,522	933	51,931
Totals All Outlets	1,388	192,155	751	123,586	1,249	84,559	2,161	284,831
Type of business	CAMPBELL		CAPITOLA		CARLSBAD		CARSON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	54	5,592	9	14,465	57	157,976	79	96,426
Home Furnishings and Appliance Stores	87	18,881	26	4,614	157	16,732	58	24,066
Bldg. Matrl. and Garden Equip. and Supplies	33	28,159	7	#	44	4,162	34	16,948
Food and Beverage Stores	37	10,501	20	7,650	53	19,244	62	9,008
Gasoline Stations	17	31,977	5	7,035	24	39,043	34	42,255
Clothing and Clothing Accessories Stores	51	10,058	82	9,517	303	68,416	121	4,992
General Merchandise Stores	8	4,744	6	10,660	28	51,895	45	28,889
Food Services and Drinking Places	144	30,226	77	12,020	250	52,414	224	30,515
Other Retail Group	422	18,560	190	13,198 #	1,388	27,798	454	59,016
Total Retail and Food Services	853	158,698	422	79,158	2,304	437,681	1,111	312,115
All Other Outlets	697	33,949	129	9,026	1,443	140,306	965	140,909
Totals All Outlets	1,550	192,648	551	88,184	3,747	577,987	2,076	453,024

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	CATHEDRAL CITY		CERES		CERRITOS		CHICO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	68	74,794	37	7,451	38	231,678	90	43,502
Home Furnishings and Appliance Stores	50	5,165	36	927	95	16,613	105	21,117
Bldg. Matrl. and Garden Equip. and Supplies	13	2,151	17	11,471	14	#	53	26,529
Food and Beverage Stores	35	9,676	40	5,686	26	4,050	63	19,647
Gasoline Stations	15	23,114	16	21,592	10	11,305	34	37,436
Clothing and Clothing Accessories Stores	34	2,511	52	1,237	133	55,729	147	19,486
General Merchandise Stores	9	7,690	16	17,549	24	42,524	31	57,883
Food Services and Drinking Places	115	14,400	81	10,782	161	35,561	315	41,656
Other Retail Group	312	6,696	188	5,155	393	38,129 #	893	33,842
Total Retail and Food Services	651	146,198	483	81,850	894	435,590	1,731	301,098
All Other Outlets	295	21,594	193	26,720	604	88,774	770	67,550
Totals All Outlets	946	167,792	676	108,570	1,498	524,364	2,501	368,648
Type of business	CHINO		CHINO HILLS		CHULA VISTA		CITRUS HEIGHTS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	85	23,117	30	3,444	189	58,413	59	13,249
Home Furnishings and Appliance Stores	110	5,729	73	8,040	208	36,604	68	11,784
Bldg. Matrl. and Garden Equip. and Supplies	40	8,879	14	#	73	24,911	21	12,676
Food and Beverage Stores	47	9,424	35	12,101	140	29,988	52	12,288
Gasoline Stations	21	34,978	11	24,327	50	75,647	19	19,433
Clothing and Clothing Accessories Stores	125	26,260	101	7,705	323	31,945	126	15,117
General Merchandise Stores	40	53,392	32	#	75	145,981	35	70,961
Food Services and Drinking Places	175	28,315	124	26,445	434	77,394	168	29,407
Other Retail Group	509	21,771	396	46,187 #	1,152	47,225	521	25,146
Total Retail and Food Services	1,152	211,864	816	128,250	2,644	528,108	1,069	210,059
All Other Outlets	1,152	155,658	321	14,282	1,338	56,587	343	14,213
Totals All Outlets	2,304	367,521	1,137	142,531	3,982	584,696	1,412	224,272
Type of business	CLAREMONT		CLOVIS		COACHELLA		COLTON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	9	#	96	55,819	24	4,208	66	24,207
Home Furnishings and Appliance Stores	24	595	101	12,246	13	995	33	8,822
Bldg. Matrl. and Garden Equip. and Supplies	9	561	37	25,817	5	738	7	#
Food and Beverage Stores	24	6,818	53	17,208	27	6,405	46	8,146
Gasoline Stations	8	12,471	29	32,204	10	33,943	17	20,856
Clothing and Clothing Accessories Stores	62	1,843	163	12,002	26	1,974	43	2,549
General Merchandise Stores	14	161	27	66,992	3	#	15	#
Food Services and Drinking Places	95	16,002	225	37,254	61	7,598	111	12,818
Other Retail Group	335	27,281 #	547	29,115	86	3,114 #	204	22,522 #
Total Retail and Food Services	580	65,730	1,278	288,655	255	58,975	542	99,921
All Other Outlets	212	7,032	652	28,378	93	18,460	299	33,233
Totals All Outlets	792	72,762	1,930	317,033	348	77,435	841	133,154
Type of business	COMMERCE		COMPTON		CONCORD		CORONA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	25	6,755	83	7,632	129	131,945	229	70,428
Home Furnishings and Appliance Stores	43	3,101	55	17,486	137	33,446	199	20,214
Bldg. Matrl. and Garden Equip. and Supplies	25	15,470	20	#	73	50,317	73	30,900
Food and Beverage Stores	28	2,231	102	13,938	100	21,627	86	22,936
Gasoline Stations	13	26,651	21	24,590	44	40,437	40	85,969
Clothing and Clothing Accessories Stores	138	64,013	175	10,477	195	28,080	282	19,278
General Merchandise Stores	16	30,431	64	9,986	42	65,561	80	78,654
Food Services and Drinking Places	83	13,801	170	16,105	298	42,261	318	56,861
Other Retail Group	130	7,310	482	18,074 #	736	37,940	1,140	31,460
Total Retail and Food Services	501	169,763	1,172	118,287	1,754	451,613	2,447	416,700
All Other Outlets	857	206,403	520	40,434	1,000	68,281	1,420	237,655
Totals All Outlets	1,358	376,166	1,692	158,721	2,754	519,894	3,867	654,355

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	CORTE MADERA		COSTA MESA		COVINA		CULVER CITY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	6	16,984	286	137,443	60	38,034	44	38,558
Home Furnishings and Appliance Stores	21	7,864	471	71,708	56	#	129	33,151
Bldg. Matrl. and Garden Equip. and Supplies	4	1,127	134	26,437	19	13,737	39	7,273
Food and Beverage Stores	11	3,333	135	31,748	43	6,809	54	12,791
Gasoline Stations	2	#	36	63,671	13	15,965	14	26,795
Clothing and Clothing Accessories Stores	58	25,930	1,110	213,613	83	3,129	194	33,454
General Merchandise Stores	4	8,373	227	80,702	24	13,760	38	84,161
Food Services and Drinking Places	32	10,357	461	88,761	152	22,990	232	49,708
Other Retail Group	125	18,576 #	3,999	61,255	429	31,287 #	638	36,479
Total Retail and Food Services	263	92,544	6,859	775,339	879	145,711	1,382	322,370
All Other Outlets	153	20,389	2,394	146,444	521	19,273	640	47,803
Totals All Outlets	416	112,933	9,253	921,783	1,400	164,984	2,022	370,174
Type of business	CUPERTINO		CYPRESS		DALY CITY		DANA POINT	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	13	885	48	4,026	36	31,799	18	2,995
Home Furnishings and Appliance Stores	83	62,912	86	4,929	62	4,734	60	1,231
Bldg. Matrl. and Garden Equip. and Supplies	24	4,569	23	#	18	#	14	3,641
Food and Beverage Stores	36	8,172	33	5,084	53	10,750	30	9,461
Gasoline Stations	12	18,788	11	17,598	19	35,447	13	16,753
Clothing and Clothing Accessories Stores	72	7,494	193	3,328	126	22,522	83	2,038
General Merchandise Stores	30	22,768	90	43,785	22	25,537	21	753
Food Services and Drinking Places	154	33,613	131	16,854	198	38,795	103	20,473
Other Retail Group	641	8,246	1,322	70,054 #	425	28,436 #	433	8,815
Total Retail and Food Services	1,065	167,447	1,937	165,656	959	198,020	775	66,159
All Other Outlets	416	310,658	457	68,470	385	16,016	363	25,313
Totals All Outlets	1,481	478,105	2,394	234,127	1,344	214,035	1,138	91,472
Type of business	DANVILLE		DAVIS		DELANO		DIAMOND BAR	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	20	848	27	34,651	21	11,702	36	1,412
Home Furnishings and Appliance Stores	62	5,338	37	1,210	22	1,400	88	2,244
Bldg. Matrl. and Garden Equip. and Supplies	21	1,917	17	3,737	13	13,300	15	1,188
Food and Beverage Stores	25	7,073	37	10,978	47	8,806	29	3,160
Gasoline Stations	10	17,630	12	18,716	12	13,446	16	30,588
Clothing and Clothing Accessories Stores	80	5,575	59	2,947	27	1,465	61	511
General Merchandise Stores	7	#	6	#	12	6,576	30	8,372
Food Services and Drinking Places	104	18,254	152	23,481	59	6,802	114	11,867
Other Retail Group	475	37,853 #	426	17,778 #	111	2,987	341	4,389
Total Retail and Food Services	804	94,487	773	113,500	324	66,484	730	63,732
All Other Outlets	377	12,723	281	9,900	139	22,027	461	11,953
Totals All Outlets	1,181	107,210	1,054	123,400	463	88,511	1,191	75,684
Type of business	DINUBA		DIXON		DOWNEY		DUARTE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	26	12,206	22	14,429	87	67,959	21	43,305
Home Furnishings and Appliance Stores	19	#	11	110	84	18,457	18	#
Bldg. Matrl. and Garden Equip. and Supplies	5	#	13	861	23	#	10	1,023
Food and Beverage Stores	24	2,421	14	2,105	76	11,135	20	2,306
Gasoline Stations	5	8,167	9	15,017	28	46,229	3	#
Clothing and Clothing Accessories Stores	38	470	10	#	193	27,022	25	179
General Merchandise Stores	7	#	3	#	61	25,814	14	21,363
Food Services and Drinking Places	43	5,327	53	6,028	257	49,317	60	7,757
Other Retail Group	58	68,262 #	138	16,507 #	766	29,226 #	140	15,282 #
Total Retail and Food Services	225	96,852	273	55,057	1,575	275,158	311	91,214
All Other Outlets	105	11,182	121	41,644	615	47,164	148	10,358
Totals All Outlets	330	108,034	394	96,700	2,190	322,322	459	101,573

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	DUBLIN		EL CAJON		EL CENTRO		EL CERRITO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	44	113,695	129	108,304	52	23,467	11	#
Home Furnishings and Appliance Stores	72	26,149	91	17,170	32	8,852	29	2,927
Bldg. Matrl. and Garden Equip. and Supplies	26	12,630	53	35,598	29	16,401	7	6,227
Food and Beverage Stores	22	6,306	96	15,365	30	6,194	18	6,201
Gasoline Stations	16	27,961	48	56,828	19	16,022	5	5,271
Clothing and Clothing Accessories Stores	47	13,078	161	22,201	82	24,640	43	5,472
General Merchandise Stores	8	#	26	31,438	18	55,478	4	#
Food Services and Drinking Places	151	33,429	212	32,626	119	23,203	69	7,840
Other Retail Group	296	43,074 #	638	26,038	171	9,833	237	27,409 #
Total Retail and Food Services	682	276,322	1,454	345,568	552	184,088	423	61,348
All Other Outlets	347	48,849	835	102,971	356	39,402	147	4,446
Totals All Outlets	1,029	325,171	2,289	448,539	908	223,490	570	65,794
Type of business	EL MONTE		EL SEGUNDO		ELK GROVE		EMERYVILLE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	166	145,255	14	608	85	112,435	8	901
Home Furnishings and Appliance Stores	75	5,302	60	20,451	104	20,182	44	41,189
Bldg. Matrl. and Garden Equip. and Supplies	42	20,182	8	1,106	35	13,644	8	#
Food and Beverage Stores	112	8,814	16	6,676	66	21,761	22	4,390
Gasoline Stations	21	28,777	9	#	24	41,632	4	6,679
Clothing and Clothing Accessories Stores	146	3,509	63	9,346	162	14,217	58	20,522
General Merchandise Stores	57	19,114	16	#	38	33,675	4	#
Food Services and Drinking Places	233	18,932	157	28,592	226	42,382	110	19,198
Other Retail Group	441	9,112	247	59,824 #	797	31,064	166	33,968 #
Total Retail and Food Services	1,293	258,998	590	126,602	1,537	330,992	424	126,846
All Other Outlets	816	36,499	430	92,407	585	44,006	295	29,645
Totals All Outlets	2,109	295,497	1,020	219,009	2,122	374,999	719	156,491
Type of business	ENCINITAS		ESCONDIDO		EUREKA		FAIRFIELD	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	31	27,766	188	199,297	58	31,941	77	52,058
Home Furnishings and Appliance Stores	99	13,149	142	12,202	46	6,275	74	13,614
Bldg. Matrl. and Garden Equip. and Supplies	55	19,678	69	40,785	34	11,138	31	16,374
Food and Beverage Stores	56	18,635	119	29,305	30	8,305	63	12,502
Gasoline Stations	21	36,864	40	76,891	20	12,421	34	44,422
Clothing and Clothing Accessories Stores	158	8,605	265	40,083	64	7,625	130	18,908
General Merchandise Stores	16	#	42	27,785	18	37,178	30	51,804
Food Services and Drinking Places	221	38,145	316	46,721	139	14,844	221	35,768
Other Retail Group	1,151	46,946 #	1,285	34,240	431	18,262	695	19,123
Total Retail and Food Services	1,808	209,788	2,466	507,310	840	147,988	1,355	264,573
All Other Outlets	853	25,127	1,236	117,707	381	30,738	617	90,688
Totals All Outlets	2,661	234,915	3,702	625,016	1,221	178,727	1,972	355,261
Type of business	FOLSOM		FONTANA		FOUNTAIN VALLEY		FREMONT	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	41	78,868	213	135,463	45	15,736	158	137,218
Home Furnishings and Appliance Stores	91	15,486	153	5,022	99	23,812	301	38,977
Bldg. Matrl. and Garden Equip. and Supplies	26	18,829	50	29,144	24	3,573	57	26,957
Food and Beverage Stores	66	16,621	113	24,857	60	8,842	124	20,047
Gasoline Stations	15	20,341	57	90,934	25	36,296	47	74,178
Clothing and Clothing Accessories Stores	149	25,775	338	13,611	70	4,457	141	12,864
General Merchandise Stores	25	62,172	87	61,216	21	62,150	52	61,932
Food Services and Drinking Places	200	35,710	282	48,203	162	24,360	419	57,559
Other Retail Group	689	29,083	1,540	41,470	428	24,570	1,219	72,303
Total Retail and Food Services	1,302	302,884	2,833	449,920	934	203,795	2,518	502,036
All Other Outlets	530	24,276	976	133,812	614	28,818	1,945	196,959
Totals All Outlets	1,832	327,160	3,809	583,732	1,548	232,613	4,463	698,994

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	FRESNO		FULLERTON		GARDEN GROVE		GARDENA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	587	232,337	171	34,174	165	74,131	105	22,312
Home Furnishings and Appliance Stores	567	71,394	121	15,790	190	5,839	75	5,470
Bldg. Matrl. and Garden Equip. and Supplies	188	82,742	31	16,130	60	18,887	30	25,713
Food and Beverage Stores	449	82,865	114	17,531	179	17,711	64	11,005
Gasoline Stations	170	180,551	31	57,830	40	71,595	13	28,728
Clothing and Clothing Accessories Stores	1,006	88,243	205	14,516	179	9,959	135	1,121
General Merchandise Stores	169	189,495	66	58,036	53	46,810	42	17,455
Food Services and Drinking Places	1,206	179,398	340	57,065	435	57,624	271	27,050
Other Retail Group	2,474	132,868	875	34,824	1,014	59,496	434	8,354
Total Retail and Food Services	6,816	1,239,894	1,954	305,895	2,315	362,053	1,169	147,208
All Other Outlets	3,759	336,832	1,291	92,113	1,326	60,845	881	37,111
Totals All Outlets	10,575	1,576,726	3,245	398,008	3,641	422,899	2,050	184,319
Type of business	GILROY		GLENDALE		GLENDDORA		GOLETA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	67	28,784	185	139,240	67	35,417	35	19,506
Home Furnishings and Appliance Stores	56	12,553	268	16,616	59	10,013	45	15,262
Bldg. Matrl. and Garden Equip. and Supplies	26	15,659	63	22,180	29	#	23	16,555
Food and Beverage Stores	56	7,885	197	31,591	26	7,448	38	7,931
Gasoline Stations	22	35,833	35	53,396	11	11,667	12	18,345
Clothing and Clothing Accessories Stores	166	53,690	490	79,069	79	2,324	31	2,776
General Merchandise Stores	16	40,821	91	41,578	57	29,690	8	22,761
Food Services and Drinking Places	135	23,538	517	73,410	120	18,450	99	15,145
Other Retail Group	364	14,972	1,659	46,427	734	24,574 #	382	12,908
Total Retail and Food Services	908	233,734	3,505	503,507	1,182	139,582	673	131,190
All Other Outlets	412	29,993	1,735	123,176	391	14,710	518	41,371
Totals All Outlets	1,320	263,727	5,240	626,683	1,573	154,292	1,191	172,561
Type of business	GRASS VALLEY		HANFORD		HAWTHORNE		HAYWARD	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	45	10,163	43	29,781	75	59,304	216	55,513
Home Furnishings and Appliance Stores	32	3,989	41	4,012	53	19,527	150	10,430
Bldg. Matrl. and Garden Equip. and Supplies	22	8,440	23	15,574	24	25,728	79	32,022
Food and Beverage Stores	25	11,483	38	9,798	61	7,666	118	17,292
Gasoline Stations	11	14,638	16	17,711	17	23,523	49	59,882
Clothing and Clothing Accessories Stores	53	1,154	120	10,779	83	8,366	185	19,898
General Merchandise Stores	15	7,708	31	31,183	24	53,677	58	70,548
Food Services and Drinking Places	97	11,054	133	18,953	169	19,183	375	44,657
Other Retail Group	308	13,538	378	12,149	277	16,481	820	29,760
Total Retail and Food Services	608	82,168	823	149,941	783	233,454	2,050	340,002
All Other Outlets	290	15,105	291	27,565	452	39,064	1,658	278,755
Totals All Outlets	898	97,273	1,114	177,506	1,235	272,518	3,708	618,757
Type of business	HEALDSBURG		HEMET		HERMOSA BEACH		HESPERIA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	14	14,895	67	56,716	11	3,790	126	11,267
Home Furnishings and Appliance Stores	19	702	60	3,482	25	#	64	2,540
Bldg. Matrl. and Garden Equip. and Supplies	21	5,461	22	16,334	9	3,112	33	4,794
Food and Beverage Stores	37	4,867	47	10,372	24	5,332	48	11,547
Gasoline Stations	7	7,840	24	31,610	2	#	36	62,221
Clothing and Clothing Accessories Stores	34	1,857	95	7,506	92	1,477	69	3,868
General Merchandise Stores	4	567	36	27,862	17	#	31	13,501
Food Services and Drinking Places	55	9,259	165	24,461	116	20,105	126	20,333
Other Retail Group	232	3,689	501	12,695	315	13,350 #	479	7,533
Total Retail and Food Services	423	49,137	1,017	191,038	611	47,165	1,012	137,605
All Other Outlets	286	14,786	383	22,189	217	5,050	509	35,982
Totals All Outlets	709	63,922	1,400	213,226	828	52,215	1,521	173,587

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	HOLLISTER		HUNTINGTON BEACH		HUNTINGTON PARK		INDIO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	44	9,551	220	110,644	44	22,107	76	43,245
Home Furnishings and Appliance Stores	17	525	261	54,157	62	5,951	96	12,234
Bldg. Matrl. and Garden Equip. and Supplies	18	3,878	100	32,593	17	#	48	13,038
Food and Beverage Stores	25	5,845	155	37,780	92	6,605	55	13,699
Gasoline Stations	12	16,156	50	66,355	7	10,151	11	17,908
Clothing and Clothing Accessories Stores	20	296	477	22,390	225	9,026	245	6,453
General Merchandise Stores	8	7,894	148	36,998	55	8,505	47	9,832
Food Services and Drinking Places	77	8,193	505	84,000	186	16,908	207	21,131
Other Retail Group	185	4,145	2,547	57,102	354	23,843 #	1,271	12,853
Total Retail and Food Services	406	56,483	4,463	502,019	1,042	103,096	2,056	150,395
All Other Outlets	254	6,920	2,142	146,456	386	24,508	505	29,241
Totals All Outlets	660	63,403	6,605	648,475	1,428	127,603	2,561	179,636
Type of business	INDUSTRY		INGLEWOOD		IRVINE		JURUPA VALLEY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	100	89,563	84	37,299	140	148,374	75	8,548
Home Furnishings and Appliance Stores	179	71,463	68	2,810	532	74,429	48	3,052
Bldg. Matrl. and Garden Equip. and Supplies	50	21,996	17	#	79	21,658	45	6,637
Food and Beverage Stores	49	3,727	107	13,058	142	34,428	57	15,192
Gasoline Stations	16	27,471	23	30,673	28	67,980	21	36,978
Clothing and Clothing Accessories Stores	334	15,688	222	17,107	438	40,610	61	2,808
General Merchandise Stores	139	61,551	56	33,366	92	62,477	36	13,137
Food Services and Drinking Places	160	34,222	239	27,404	587	132,926	138	16,747
Other Retail Group	2,143	17,210	503	34,300 #	1,780	99,961	519	6,240
Total Retail and Food Services	3,170	342,889	1,319	196,017	3,818	682,843	1,000	109,339
All Other Outlets	1,277	327,650	491	51,634	3,050	400,594	441	51,378
Totals All Outlets	4,447	670,540	1,810	247,651	6,868	1,083,437	1,441	160,717
Type of business	LA HABRA		LA MESA		LA MIRADA		LA PUENTE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	79	7,643	64	53,876	21	3,783	60	9,782
Home Furnishings and Appliance Stores	45	4,975	67	8,881	36	#	53	3,069
Bldg. Matrl. and Garden Equip. and Supplies	31	16,460	13	5,464	14	11,655	15	1,615
Food and Beverage Stores	60	9,020	45	12,398	23	4,442	50	5,691
Gasoline Stations	15	19,961	20	23,106	13	39,947	10	9,513
Clothing and Clothing Accessories Stores	50	5,931	99	10,870	33	2,590	115	2,329
General Merchandise Stores	26	61,418	17	46,925	16	1,927	50	1,653
Food Services and Drinking Places	157	22,654	165	32,805	104	14,388	115	10,054
Other Retail Group	330	9,593	511	22,552	250	70,771 #	608	4,019
Total Retail and Food Services	793	157,655	1,001	216,876	510	149,502	1,076	47,725
All Other Outlets	457	25,628	493	15,984	344	68,559	232	4,885
Totals All Outlets	1,250	183,284	1,494	232,861	854	218,061	1,308	52,610
Type of business	LA QUINTA		LA VERNE		LAGUNA BEACH		LAGUNA HILLS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	16	16,285	18	740	16	1,611	46	4,486
Home Furnishings and Appliance Stores	52	10,615	35	4,938	74	1,322	100	10,794
Bldg. Matrl. and Garden Equip. and Supplies	15	17,533	9	2,507	24	2,996	23	1,218
Food and Beverage Stores	24	13,485	12	3,744	27	6,167	31	5,353
Gasoline Stations	4	9,507	7	14,948	8	5,539	11	11,963
Clothing and Clothing Accessories Stores	70	7,132	34	3,401	174	6,270	113	12,148
General Merchandise Stores	15	57,296	19	11,698	18	143	15	14,105
Food Services and Drinking Places	98	30,970	83	13,239	111	29,168	88	17,732
Other Retail Group	597	14,206	248	10,107	796	12,138	391	10,354
Total Retail and Food Services	891	177,029	465	65,322	1,248	65,353	818	88,153
All Other Outlets	338	24,368	277	18,485	453	20,410	496	18,803
Totals All Outlets	1,229	201,397	742	83,807	1,701	85,763	1,314	106,956

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	LAGUNA NIGUEL		LAKE ELSINORE		LAKE FOREST		LAKEWOOD	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	35	35,417	62	22,240	77	18,612	38	28,398
Home Furnishings and Appliance Stores	142	7,176	37	1,245	146	14,209	51	11,404
Bldg. Matrl. and Garden Equip. and Supplies	29	13,057	19	11,512	30	19,858	21	14,031
Food and Beverage Stores	30	13,088	37	7,793	54	13,847	60	12,363
Gasoline Stations	12	18,125	15	28,325	22	39,758	19	30,911
Clothing and Clothing Accessories Stores	97	5,536	111	9,146	106	5,768	135	26,644
General Merchandise Stores	26	68,711	29	35,673	27	15,735	38	66,375
Food Services and Drinking Places	125	22,343	115	16,762	215	36,389	178	38,863
Other Retail Group	591	13,163	450	9,027	660	33,614	484	18,376
Total Retail and Food Services	1,087	196,617	875	141,722	1,337	197,789	1,024	247,366
All Other Outlets	580	26,429	352	15,973	862	78,058	250	16,331
Totals All Outlets	1,667	223,046	1,227	157,695	2,199	275,847	1,274	263,697
Type of business	LANCASTER		LAWNDALE		LEMON GROVE		LINCOLN	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	156	64,266	37	6,096	25	19,777	17	1,943
Home Furnishings and Appliance Stores	103	4,529	37	2,347	18	891	20	746
Bldg. Matrl. and Garden Equip. and Supplies	38	20,001	9	5,602	13	#	15	9,729
Food and Beverage Stores	75	15,582	27	2,962	20	6,836	15	6,540
Gasoline Stations	35	52,361	9	17,848	11	13,684	5	9,573
Clothing and Clothing Accessories Stores	164	9,115	29	754	25	1,789	48	2,143
General Merchandise Stores	47	66,038	11	#	7	#	11	#
Food Services and Drinking Places	279	39,201	68	8,175	53	7,991	61	8,971
Other Retail Group	686	21,250	134	4,561 #	154	25,857 #	238	9,472 #
Total Retail and Food Services	1,583	292,343	361	48,346	326	76,825	430	49,117
All Other Outlets	808	82,612	173	6,977	150	10,908	201	8,134
Totals All Outlets	2,391	374,955	534	55,323	476	87,733	631	57,251
Type of business	LIVERMORE		LODI		LOMPOC		LONG BEACH	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	84	46,981	101	20,326	30	14,015	307	78,602
Home Furnishings and Appliance Stores	101	13,699	61	3,041	22	1,734	357	22,666
Bldg. Matrl. and Garden Equip. and Supplies	50	24,891	31	15,822	11	#	107	#
Food and Beverage Stores	57	13,814	78	9,944	50	10,601	453	61,126
Gasoline Stations	32	46,369	25	25,634	11	12,041	114	169,303
Clothing and Clothing Accessories Stores	75	4,190	66	4,538	20	2,266	609	38,748
General Merchandise Stores	21	46,005	19	40,902	7	#	289	68,131
Food Services and Drinking Places	217	29,451	178	20,636	87	10,043	1,102	177,641
Other Retail Group	592	17,645	431	11,998	292	21,006 #	3,331	362,055 #
Total Retail and Food Services	1,229	243,044	990	152,842	530	71,706	6,669	978,272
All Other Outlets	918	226,876	511	30,622	245	7,889	2,356	289,899
Totals All Outlets	2,147	469,920	1,501	183,464	775	79,596	9,025	1,268,171
Type of business	LOS ALTOS		LOS ANGELES		LOS BANOS		LOS GATOS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	3	#	2,983	900,727	30	3,247	20	13,425
Home Furnishings and Appliance Stores	52	1,919	4,359	391,693	25	1,138	71	4,149
Bldg. Matrl. and Garden Equip. and Supplies	10	2,311	1,277	455,238	9	#	20	2,402
Food and Beverage Stores	22	7,445	3,601	536,431	18	6,636	37	11,193
Gasoline Stations	8	12,131	765	1,250,091	11	12,409	11	15,577
Clothing and Clothing Accessories Stores	62	3,095	9,868	634,516	32	794	94	7,118
General Merchandise Stores	3	#	2,139	602,003	11	13,349	7	234
Food Services and Drinking Places	77	11,896	10,368	1,592,697	79	9,659	120	25,193
Other Retail Group	377	5,970 #	27,546	884,562	154	9,629 #	478	16,065
Total Retail and Food Services	614	44,767	62,906	7,247,959	369	56,860	858	95,356
All Other Outlets	315	3,438	33,715	2,268,474	144	9,075	468	80,485
Totals All Outlets	929	48,205	96,621	9,516,433	513	65,934	1,326	175,841

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	LYNWOOD		MADERA		MALIBU		MANHATTAN BEACH	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	54	4,351	55	19,863	4	#	14	#
Home Furnishings and Appliance Stores	51	1,825	45	1,891	38	643	53	14,718
Bldg. Matrl. and Garden Equip. and Supplies	17	#	17	11,040	14	1,090	7	#
Food and Beverage Stores	72	8,275	54	8,787	13	4,611	35	13,037
Gasoline Stations	9	17,599	26	16,037	9	7,341	5	9,774
Clothing and Clothing Accessories Stores	108	4,350	131	2,358	101	6,773	134	15,181
General Merchandise Stores	28	2,780	32	#	13	739	17	22,833
Food Services and Drinking Places	136	15,092	126	13,066	52	18,230	142	39,906
Other Retail Group	269	9,872 #	279	21,472 #	260	6,327 #	385	38,111 #
Total Retail and Food Services	744	64,145	765	94,515	504	45,753	792	153,560
All Other Outlets	272	9,088	301	36,156	205	5,858	344	50,466
Totals All Outlets	1,016	73,233	1,066	130,671	709	51,610	1,136	204,026
Type of business	MANTECA		MARTINEZ		MENIFEE		MENLO PARK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	60	23,936	24	2,540	30	5,750	5	#
Home Furnishings and Appliance Stores	41	5,939	27	450	38	9,281	63	5,959
Bldg. Matrl. and Garden Equip. and Supplies	23	10,720	13	8,329	24	#	18	2,693
Food and Beverage Stores	54	7,721	23	6,323	20	10,170	25	13,294
Gasoline Stations	27	22,568	17	14,054	11	21,744	11	15,739
Clothing and Clothing Accessories Stores	46	5,730	37	870	47	6,667	59	4,097
General Merchandise Stores	16	39,413	6	#	19	12,646	3	#
Food Services and Drinking Places	152	20,760	82	7,916	66	16,136	106	16,897
Other Retail Group	295	18,130	353	17,391 #	350	16,453 #	383	34,086 #
Total Retail and Food Services	714	154,918	582	57,874	605	98,846	673	92,766
All Other Outlets	352	30,673	275	49,393	236	7,474	441	31,708
Totals All Outlets	1,066	185,591	857	107,267	841	106,320	1,114	124,474
Type of business	MERCED		MILPITAS		MISSION VIEJO		MODESTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	71	41,438	37	38,170	85	55,751	194	40,402
Home Furnishings and Appliance Stores	53	7,323	112	30,748	172	25,915	199	28,639
Bldg. Matrl. and Garden Equip. and Supplies	20	15,685	21	11,737	39	11,881	64	31,173
Food and Beverage Stores	59	10,043	62	9,596	53	13,957	181	36,124
Gasoline Stations	23	25,215	17	26,803	23	42,566	56	52,853
Clothing and Clothing Accessories Stores	126	8,516	169	58,165	213	41,384	286	50,636
General Merchandise Stores	30	42,244	24	20,778	34	26,457	69	88,960
Food Services and Drinking Places	183	23,833	297	52,535	202	31,975	447	75,039
Other Retail Group	369	16,572	409	19,518	834	28,455	984	54,374
Total Retail and Food Services	934	190,870	1,148	268,050	1,655	278,341	2,480	458,201
All Other Outlets	405	31,445	706	164,376	785	52,561	1,085	151,841
Totals All Outlets	1,339	222,315	1,854	432,426	2,440	330,902	3,565	610,042
Type of business	MONROVIA		MONTCLAIR		MONTEBELLO		MONTEREY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	40	47,883	98	56,599	56	23,231	24	#
Home Furnishings and Appliance Stores	49	10,972	76	11,353	46	9,824	54	4,728
Bldg. Matrl. and Garden Equip. and Supplies	18	#	24	3,966	15	15,051	15	1,265
Food and Beverage Stores	30	6,580	37	3,108	59	6,904	44	8,403
Gasoline Stations	7	12,451	6	10,844	19	26,873	11	15,946
Clothing and Clothing Accessories Stores	93	6,676	202	28,359	119	24,466	89	8,986
General Merchandise Stores	27	4,290	57	47,413	43	26,917	13	#
Food Services and Drinking Places	115	19,023	101	19,215	171	22,463	202	38,266
Other Retail Group	463	34,076 #	752	15,661	348	13,225	543	39,185 #
Total Retail and Food Services	842	141,951	1,353	196,519	876	168,955	995	116,778
All Other Outlets	447	39,298	397	25,940	507	54,689	457	33,665
Totals All Outlets	1,289	181,250	1,750	222,459	1,383	223,644	1,452	150,443

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	MONTEREY PARK		MOORPARK		MORENO VALLEY		MORGAN HILL	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	38	#	20	5,600	98	48,215	33	28,307
Home Furnishings and Appliance Stores	47	1,089	20	3,829	114	5,695	38	2,293
Bldg. Matrl. and Garden Equip. and Supplies	16	424	16	1,689	40	21,549	25	9,759
Food and Beverage Stores	54	6,166	24	4,344	70	20,062	27	6,148
Gasoline Stations	9	13,154	7	13,928	32	50,101	10	25,346
Clothing and Clothing Accessories Stores	70	3,189	27	2,445	216	18,864	36	3,702
General Merchandise Stores	45	829	8	8,991	51	55,750	14	10,347
Food Services and Drinking Places	164	27,015	75	10,687	258	43,790	123	17,199
Other Retail Group	403	25,750 #	232	9,639	736	18,703	325	8,027
Total Retail and Food Services	846	77,617	429	61,152	1,615	282,729	631	111,128
All Other Outlets	394	19,660	304	16,254	484	19,856	456	35,306
Totals All Outlets	1,240	97,277	733	77,406	2,099	302,586	1,087	146,434
Type of business	MOUNTAIN VIEW		MURRIETA		NAPA		NATIONAL CITY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	41	21,192	84	25,844	51	29,227	101	118,762
Home Furnishings and Appliance Stores	107	18,115	116	21,465	86	5,668	65	5,863
Bldg. Matrl. and Garden Equip. and Supplies	32	6,431	43	18,946	47	26,001	33	6,698
Food and Beverage Stores	73	15,885	48	11,228	142	19,854	82	7,776
Gasoline Stations	19	30,502	23	37,714	21	33,588	16	22,120
Clothing and Clothing Accessories Stores	81	7,308	120	6,327	104	15,244	202	35,538
General Merchandise Stores	16	45,334	30	45,193	16	24,869	29	32,888
Food Services and Drinking Places	274	45,051	173	28,603	218	37,215	198	32,492
Other Retail Group	624	28,544	696	21,455	756	24,332	525	14,166
Total Retail and Food Services	1,267	218,363	1,333	216,774	1,441	215,998	1,251	276,302
All Other Outlets	814	95,300	658	28,283	911	35,766	419	38,947
Totals All Outlets	2,081	313,663	1,991	245,056	2,352	251,764	1,670	315,249
Type of business	NEWARK		NEWPORT BEACH		NORCO		NORWALK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	81	26,075	77	130,093	60	24,594	54	38,666
Home Furnishings and Appliance Stores	40	4,208	260	10,003	29	3,102	54	1,259
Bldg. Matrl. and Garden Equip. and Supplies	19	14,342	42	10,769	17	4,490	12	5,671
Food and Beverage Stores	36	7,056	84	24,043	24	4,816	68	10,247
Gasoline Stations	12	13,654	17	35,164	13	21,973	23	37,873
Clothing and Clothing Accessories Stores	101	14,567	354	51,511	36	932	93	5,658
General Merchandise Stores	19	16,249	36	36,167	9	#	36	44,347
Food Services and Drinking Places	166	19,884	364	97,805	87	12,786	192	23,525
Other Retail Group	234	37,370	1,142	32,344	282	13,836 #	469	12,107
Total Retail and Food Services	708	153,405	2,376	427,899	557	86,528	1,001	179,352
All Other Outlets	393	31,114	1,421	151,123	286	14,083	444	21,525
Totals All Outlets	1,101	184,519	3,797	579,022	843	100,611	1,445	200,877
Type of business	NOVATO		OAKDALE		OAKLAND		OCEANSIDE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	29	18,258	29	12,344	270	101,004	130	30,896
Home Furnishings and Appliance Stores	53	3,118	20	992	325	28,952	156	19,762
Bldg. Matrl. and Garden Equip. and Supplies	21	4,812	17	3,417	126	37,442	64	29,005
Food and Beverage Stores	39	11,331	24	4,249	531	65,732	97	24,736
Gasoline Stations	14	24,617	8	15,061	116	151,529	42	63,416
Clothing and Clothing Accessories Stores	58	8,245	22	287	752	15,662	269	10,291
General Merchandise Stores	8	33,690	9	#	158	34,489	50	52,173
Food Services and Drinking Places	122	17,771	57	6,294	1,240	137,412	354	57,780
Other Retail Group	566	16,218	133	7,359 #	3,587	69,415	1,678	33,325
Total Retail and Food Services	910	138,061	319	50,005	7,105	641,637	2,840	321,384
All Other Outlets	641	20,357	209	14,752	2,983	291,914	1,137	86,874
Totals All Outlets	1,551	158,418	528	64,757	10,088	933,551	3,977	408,258

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	ONTARIO		ORANGE		OROVILLE		OXNARD	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	255	240,923	213	99,916	31	8,773	118	107,085
Home Furnishings and Appliance Stores	271	44,432	242	24,983	30	1,171	119	30,563
Bldg. Matrl. and Garden Equip. and Supplies	132	33,168	91	45,835	29	7,200	40	29,004
Food and Beverage Stores	120	18,409	116	24,569	25	5,267	160	21,991
Gasoline Stations	71	143,043	44	66,319	14	14,066	36	63,345
Clothing and Clothing Accessories Stores	543	90,845	282	35,496	30	552	175	18,407
General Merchandise Stores	129	36,616	62	42,668	7	#	57	68,411
Food Services and Drinking Places	431	78,941	435	79,095	70	8,444	336	52,119
Other Retail Group	2,199	182,417	1,370	51,536	202	19,256 #	1,000	25,902
Total Retail and Food Services	4,151	868,794	2,855	470,415	438	64,729	2,041	416,826
All Other Outlets	2,057	503,900	1,814	258,748	211	9,405	1,258	118,692
Totals All Outlets	6,208	1,372,694	4,669	729,163	649	74,134	3,299	535,518
Type of business	PALM DESERT		PALM SPRINGS		PALMDALE		PALO ALTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	61	6,088	40	16,102	77	43,653	27	47,407
Home Furnishings and Appliance Stores	154	26,608	66	3,376	112	19,163	135	37,352
Bldg. Matrl. and Garden Equip. and Supplies	59	17,678	24	23,439	35	20,301	31	3,808
Food and Beverage Stores	46	14,086	44	12,032	56	18,072	40	8,535
Gasoline Stations	11	24,674	18	32,259	30	45,751	13	19,237
Clothing and Clothing Accessories Stores	387	60,996	122	11,073	201	24,762	155	57,193
General Merchandise Stores	45	102,098	19	18,140	64	70,412	16	31,990
Food Services and Drinking Places	203	54,622	228	57,516	240	45,028	277	69,230
Other Retail Group	1,311	47,691	788	23,121	704	22,613	761	23,586
Total Retail and Food Services	2,277	354,541	1,349	197,059	1,519	309,755	1,455	298,338
All Other Outlets	732	59,721	548	73,611	557	23,234	769	149,467
Totals All Outlets	3,009	414,262	1,897	270,670	2,076	332,989	2,224	447,805
Type of business	PARAMOUNT		PASADENA		PASO ROBLES		PERRIS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	69	4,770	131	84,581	45	24,560	56	11,974
Home Furnishings and Appliance Stores	102	925	310	46,079	42	4,512	49	1,716
Bldg. Matrl. and Garden Equip. and Supplies	29	17,609	85	18,697	24	12,743	26	#
Food and Beverage Stores	54	11,441	114	33,669	50	6,943	44	12,099
Gasoline Stations	11	21,109	28	43,874	22	26,122	13	29,112
Clothing and Clothing Accessories Stores	429	5,418	500	46,552	38	4,538	100	1,059
General Merchandise Stores	150	#	108	48,202	15	21,799	24	#
Food Services and Drinking Places	118	10,858	541	106,397	150	18,102	90	12,569
Other Retail Group	2,025	18,571 #	2,580	120,690	387	10,666	358	28,534 #
Total Retail and Food Services	2,987	90,701	4,397	548,741	773	129,985	760	97,063
All Other Outlets	709	72,723	1,491	121,829	450	32,461	267	48,354
Totals All Outlets	3,696	163,424	5,888	670,570	1,223	162,445	1,027	145,417
Type of business	PETALUMA		PICO RIVERA		PINOLE		PITTSBURG	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	47	47,198	34	2,822	10	2,227	44	20,784
Home Furnishings and Appliance Stores	75	3,947	43	6,293	13	#	27	4,948
Bldg. Matrl. and Garden Equip. and Supplies	31	5,655	16	11,930	6	3,465	13	#
Food and Beverage Stores	52	15,180	55	8,912	18	6,339	42	9,113
Gasoline Stations	19	27,047	14	21,263	7	9,315	14	16,838
Clothing and Clothing Accessories Stores	83	13,654	75	6,957	18	3,379	47	4,239
General Merchandise Stores	9	6,467	22	29,356	6	9,796	22	14,530
Food Services and Drinking Places	187	22,776	150	22,803	70	13,654	100	16,815
Other Retail Group	813	19,715	277	7,167	158	15,366 #	198	14,714 #
Total Retail and Food Services	1,316	161,639	686	117,504	306	63,541	507	101,981
All Other Outlets	721	43,581	355	44,618	131	3,238	277	29,138
Totals All Outlets	2,037	205,220	1,041	162,122	437	66,779	784	131,119

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	PLACENTIA		PLACERVILLE		PLEASANT HILL		PLEASANTON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	47	14,600	16	16,381	25	2,356	96	65,109
Home Furnishings and Appliance Stores	51	4,486	21	1,611	56	25,056	129	10,754
Bldg. Matrl. and Garden Equip. and Supplies	17	1,084	15	#	27	5,048	45	11,544
Food and Beverage Stores	29	5,679	20	3,803	28	8,177	58	14,707
Gasoline Stations	9	19,766	7	7,939	12	18,275	19	25,187
Clothing and Clothing Accessories Stores	42	2,319	23	573	38	10,014	201	40,509
General Merchandise Stores	8	1,156	9	1,209	10	14,831	32	43,719
Food Services and Drinking Places	107	15,021	68	7,641	106	22,520	254	37,728
Other Retail Group	266	9,508	236	16,307 #	309	17,716	899	22,548
Total Retail and Food Services	576	73,620	415	55,464	611	123,992	1,733	271,805
All Other Outlets	500	38,028	149	11,193	262	16,880	865	121,813
Totals All Outlets	1,076	111,649	564	66,657	873	140,873	2,598	393,618
Type of business	POMONA		PORTERVILLE		POWAY		RANCHO CORDOVA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	279	24,854	49	15,011	44	35,450	172	15,420
Home Furnishings and Appliance Stores	158	2,959	45	2,917	54	2,989	102	27,045
Bldg. Matrl. and Garden Equip. and Supplies	72	16,353	21	10,798	28	10,665	56	28,616
Food and Beverage Stores	132	14,566	26	6,591	26	5,434	50	7,055
Gasoline Stations	45	55,182	26	16,122	12	18,991	23	27,663
Clothing and Clothing Accessories Stores	285	2,956	107	2,970	41	1,667	47	2,673
General Merchandise Stores	119	11,120	28	24,556	15	59,450	19	36,063
Food Services and Drinking Places	350	29,327	98	13,861	131	14,950	173	20,732
Other Retail Group	1,751	20,511	298	6,887	467	15,966	404	26,101
Total Retail and Food Services	3,191	177,829	698	99,714	818	165,562	1,046	191,369
All Other Outlets	1,292	94,981	236	14,221	645	82,063	692	86,313
Totals All Outlets	4,483	272,810	934	113,935	1,463	247,625	1,738	277,682
Type of business	RANCHO CUCAMONGA		RANCHO SANTA MARGARITA		RED BLUFF		REDDING	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	142	11,146	27	25,607	19	4,171	128	71,011
Home Furnishings and Appliance Stores	160	32,949	73	2,846	16	971	111	19,036
Bldg. Matrl. and Garden Equip. and Supplies	70	21,130	16	#	16	#	69	30,561
Food and Beverage Stores	92	23,361	24	6,430	15	3,995	61	20,673
Gasoline Stations	39	60,163	6	13,802	15	14,861	49	51,509
Clothing and Clothing Accessories Stores	270	30,772	88	2,096	13	358	89	14,575
General Merchandise Stores	71	82,201	20	12,642	3	#	19	57,392
Food Services and Drinking Places	349	84,445	76	14,791	65	6,859	298	39,506
Other Retail Group	1,164	60,206	396	18,914 #	182	21,222 #	1,037	35,639
Total Retail and Food Services	2,357	406,372	726	97,129	344	52,436	1,861	339,903
All Other Outlets	1,352	126,807	392	23,203	187	8,018	1,078	76,583
Totals All Outlets	3,709	533,179	1,118	120,332	531	60,455	2,939	416,486
Type of business	REDLANDS		REDONDO BEACH		REDWOOD CITY		RIALTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	62	53,801	33	13,807	73	88,734	96	6,882
Home Furnishings and Appliance Stores	69	4,930	101	14,931	105	18,669	50	1,801
Bldg. Matrl. and Garden Equip. and Supplies	33	23,074	21	1,919	34	12,743	18	10,763
Food and Beverage Stores	53	15,049	70	18,204	62	18,327	62	10,445
Gasoline Stations	15	24,437	12	18,486	26	35,359	26	44,264
Clothing and Clothing Accessories Stores	141	10,418	239	37,735	95	9,209	74	4,385
General Merchandise Stores	26	18,165	47	20,756	23	45,857	18	#
Food Services and Drinking Places	196	28,523	253	41,777	255	35,642	125	18,801
Other Retail Group	793	14,993	760	19,276	542	24,511	349	30,920 #
Total Retail and Food Services	1,388	193,390	1,536	186,891	1,215	289,051	818	128,260
All Other Outlets	537	38,518	558	19,561	773	79,841	423	82,633
Totals All Outlets	1,925	231,908	2,094	206,452	1,988	368,892	1,241	210,893

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	RICHMOND		RIDGECREST		RIVERBANK		RIVERSIDE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	91	44,291	28	7,684	24	2,297	362	244,336
Home Furnishings and Appliance Stores	52	5,167	21	1,753	11	4,463	338	33,136
Bldg. Matrl. and Garden Equip. and Supplies	22	10,731	10	#	6	#	133	50,811
Food and Beverage Stores	84	7,788	16	4,118	15	3,091	197	45,150
Gasoline Stations	32	54,748	15	10,447	4	6,155	62	107,569
Clothing and Clothing Accessories Stores	138	8,068	22	468	20	830	581	53,189
General Merchandise Stores	27	54,105	9	#	6	11,603	176	90,351
Food Services and Drinking Places	168	15,681	57	8,544	45	6,877	625	105,426
Other Retail Group	515	9,893	216	22,660 #	66	13,216 #	2,937	67,489
Total Retail and Food Services	1,129	210,472	394	55,675	197	48,534	5,411	797,457
All Other Outlets	636	59,961	182	4,898	70	4,939	2,244	190,370
Totals All Outlets	1,765	270,434	576	60,573	267	53,472	7,655	987,828
Type of business	ROCKLIN		ROHNERT PARK		ROSEMEAD		ROSEVILLE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	52	23,282	17	2,755	62	4,816	155	257,214
Home Furnishings and Appliance Stores	78	26,951	35	7,383	70	2,361	235	49,604
Bldg. Matrl. and Garden Equip. and Supplies	32	4,401	12	#	20	335	69	31,776
Food and Beverage Stores	32	5,435	28	7,999	46	4,327	100	29,482
Gasoline Stations	19	26,621	11	10,194	9	11,685	37	61,015
Clothing and Clothing Accessories Stores	53	1,479	18	3,058	32	327	449	71,667
General Merchandise Stores	16	3,116	9	46,069	28	31,814	122	109,143
Food Services and Drinking Places	108	15,870	109	18,002	141	17,105	382	78,156
Other Retail Group	393	16,687	257	20,227 #	229	4,800	1,819	75,133
Total Retail and Food Services	783	123,843	496	115,687	637	77,571	3,368	763,190
All Other Outlets	407	29,774	314	18,147	304	7,852	1,045	98,869
Totals All Outlets	1,190	153,617	810	133,834	941	85,423	4,413	862,059
Type of business	SACRAMENTO		SALINAS		SAN BERNARDINO		SAN BRUNO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	517	73,832	129	81,914	258	92,202	25	17,566
Home Furnishings and Appliance Stores	442	49,512	102	15,459	213	20,630	39	7,315
Bldg. Matrl. and Garden Equip. and Supplies	185	57,677	38	26,278	70	31,452	8	#
Food and Beverage Stores	393	67,928	124	21,751	194	28,582	35	4,827
Gasoline Stations	117	149,494	44	67,250	59	83,819	14	29,895
Clothing and Clothing Accessories Stores	777	75,005	219	22,583	525	27,399	81	11,852
General Merchandise Stores	167	111,199	39	55,937	199	108,591	12	23,897
Food Services and Drinking Places	1,302	190,836	309	43,529	452	67,799	139	23,718
Other Retail Group	3,328	116,351	709	26,352	2,692	33,129	238	25,454 #
Total Retail and Food Services	7,228	891,834	1,713	361,053	4,662	493,603	591	144,525
All Other Outlets	3,350	383,240	841	91,502	1,152	85,243	293	14,841
Totals All Outlets	10,578	1,275,074	2,554	452,555	5,814	578,846	884	159,366
Type of business	SAN CARLOS		SAN CLEMENTE		SAN DIEGO		SAN DIMAS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	26	2,933	44	3,419	1,203	504,572	25	1,034
Home Furnishings and Appliance Stores	56	20,285	139	6,843	1,639	257,895	25	3,781
Bldg. Matrl. and Garden Equip. and Supplies	45	29,088	31	#	437	197,292	14	#
Food and Beverage Stores	17	3,441	49	12,395	988	217,243	25	5,673
Gasoline Stations	8	8,033	16	30,785	323	468,978	11	15,033
Clothing and Clothing Accessories Stores	53	8,089	144	2,334	2,437	353,639	45	5,102
General Merchandise Stores	7	916	38	17,394	454	359,365	18	31,356
Food Services and Drinking Places	116	16,077	192	27,387	3,791	755,958	72	11,003
Other Retail Group	394	19,715	724	24,851 #	12,123	365,407	301	13,233 #
Total Retail and Food Services	722	108,579	1,377	125,408	23,395	3,480,349	536	86,216
All Other Outlets	635	42,547	731	22,226	11,186	1,283,339	393	34,685
Totals All Outlets	1,357	151,126	2,108	147,634	34,581	4,763,688	929	120,901

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	SAN FERNANDO		SAN FRANCISCO		SAN GABRIEL		SAN JOSE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	48	2,947	224	114,364	31	#	547	360,940
Home Furnishings and Appliance Stores	89	2,054	1,013	181,272	80	2,618	988	136,948
Bldg. Matrl. and Garden Equip. and Supplies	18	#	310	102,912	24	3,498	320	157,986
Food and Beverage Stores	28	3,501	1,199	160,318	54	3,723	647	106,759
Gasoline Stations	7	4,888	120	159,631	11	15,160	207	331,479
Clothing and Clothing Accessories Stores	268	2,373	2,324	380,517	95	10,554	1,198	183,163
General Merchandise Stores	118	8,799	262	162,637	29	176	189	252,185
Food Services and Drinking Places	88	11,687	4,379	768,376	197	21,712	2,137	345,965
Other Retail Group	936	18,164 #	7,678	342,583	404	11,689 #	6,303	218,006
Total Retail and Food Services	1,600	54,414	17,509	2,372,610	925	69,130	12,536	2,093,431
All Other Outlets	340	11,929	9,021	1,187,395	372	11,079	6,492	928,986
Totals All Outlets	1,940	66,343	26,530	3,560,005	1,297	80,209	19,028	3,022,417
Type of business	SAN JUAN CAPISTRANO		SAN LEANDRO		SAN LUIS OBISPO		SAN MARCOS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	33	45,581	75	55,713	61	51,372	59	19,679
Home Furnishings and Appliance Stores	65	5,721	107	9,470	84	14,609	99	42,442
Bldg. Matrl. and Garden Equip. and Supplies	23	9,180	59	27,792	39	20,402	58	30,958
Food and Beverage Stores	23	3,562	76	12,296	50	14,051	47	11,846
Gasoline Stations	7	10,865	33	34,773	17	25,543	18	29,564
Clothing and Clothing Accessories Stores	74	5,900	144	31,509	113	16,711	67	12,314
General Merchandise Stores	22	#	29	69,565	11	37,399	11	46,734
Food Services and Drinking Places	84	13,395	269	30,505	194	33,885	206	33,407
Other Retail Group	492	35,532 #	489	26,672	559	30,181	626	23,257
Total Retail and Food Services	823	129,737	1,281	298,294	1,128	244,152	1,191	250,201
All Other Outlets	436	20,220	970	129,996	644	45,102	914	60,006
Totals All Outlets	1,259	149,956	2,251	428,290	1,772	289,254	2,105	310,207
Type of business	SAN MATEO		SAN RAFAEL		SAN RAMON		SANTA ANA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	77	23,074	92	94,859	29	6,253	314	132,633
Home Furnishings and Appliance Stores	156	17,867	127	24,350	92	9,179	347	29,329
Bldg. Matrl. and Garden Equip. and Supplies	43	17,161	47	42,670	21	19,697	118	50,229
Food and Beverage Stores	91	20,361	59	17,295	28	11,603	318	44,401
Gasoline Stations	30	47,887	19	24,499	19	29,062	56	86,827
Clothing and Clothing Accessories Stores	213	40,554	129	10,441	67	2,706	465	53,189
General Merchandise Stores	31	33,770	20	11,905	15	#	117	53,846
Food Services and Drinking Places	361	55,465	240	27,171	157	21,852	721	87,971
Other Retail Group	982	41,941	843	31,917	418	24,773 #	1,399	59,728
Total Retail and Food Services	1,984	298,080	1,576	285,107	846	125,125	3,855	598,152
All Other Outlets	1,125	69,869	1,087	67,551	552	57,835	2,829	226,319
Totals All Outlets	3,109	367,949	2,663	352,658	1,398	182,960	6,684	824,471
Type of business	SANTA BARBARA		SANTA CLARA		SANTA CLARITA		SANTA CRUZ	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	68	31,904	142	141,894	160	119,528	43	15,984
Home Furnishings and Appliance Stores	139	20,478	243	43,604	250	23,685	81	5,276
Bldg. Matrl. and Garden Equip. and Supplies	78	21,222	56	17,621	102	35,523	36	7,040
Food and Beverage Stores	116	28,896	100	19,287	124	27,107	83	16,336
Gasoline Stations	31	39,107	27	43,824	47	85,930	17	16,723
Clothing and Clothing Accessories Stores	253	38,962	110	16,053	456	26,581	125	8,819
General Merchandise Stores	52	15,673	25	42,601	156	94,138	15	#
Food Services and Drinking Places	410	75,278	464	74,598	431	77,533	230	35,758
Other Retail Group	1,672	42,582	869	31,791	2,221	40,862	932	47,358 #
Total Retail and Food Services	2,819	314,103	2,036	431,273	3,947	530,887	1,562	153,294
All Other Outlets	1,494	72,343	2,092	369,999	1,745	105,016	630	26,463
Totals All Outlets	4,313	386,447	4,128	801,273	5,692	635,904	2,192	179,757

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	SANTA FE SPRINGS		SANTA MARIA		SANTA MONICA		SANTA ROSA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	112	21,828	94	63,062	80	120,251	129	101,161
Home Furnishings and Appliance Stores	145	5,691	71	9,142	227	28,182	165	38,122
Bldg. Matrl. and Garden Equip. and Supplies	66	11,616	47	27,181	45	13,271	80	35,481
Food and Beverage Stores	38	5,030	90	18,812	86	24,759	140	39,550
Gasoline Stations	11	17,093	19	36,249	18	33,973	48	65,283
Clothing and Clothing Accessories Stores	341	4,368	104	9,134	517	97,538	240	36,157
General Merchandise Stores	149	17,252	33	48,670	80	12,993	34	75,932
Food Services and Drinking Places	139	16,436	214	31,176	464	129,644	449	58,972
Other Retail Group	2,152	20,027	519	18,435	1,564	75,852	1,692	59,311
Total Retail and Food Services	3,153	119,340	1,191	261,860	3,081	536,463	2,977	509,969
All Other Outlets	1,815	368,454	791	89,081	1,316	162,227	1,669	102,929
Totals All Outlets	4,968	487,794	1,982	350,941	4,397	698,690	4,646	612,898
Type of business	SANTEE		SEAL BEACH		SEASIDE		SELMA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	65	7,612	11	#	46	53,849	28	36,609
Home Furnishings and Appliance Stores	53	6,627	25	4,720	29	1,319	19	1,614
Bldg. Matrl. and Garden Equip. and Supplies	24	17,779	4	493	11	#	9	#
Food and Beverage Stores	31	7,793	16	5,436	28	3,275	23	4,194
Gasoline Stations	11	14,008	8	12,063	7	7,995	6	5,610
Clothing and Clothing Accessories Stores	50	6,405	46	5,914	28	202	72	361
General Merchandise Stores	18	48,887	18	12,769	4	1,234	9	#
Food Services and Drinking Places	106	18,265	79	19,698	61	7,825	57	8,424
Other Retail Group	409	15,246	199	7,099 #	144	19,158 #	124	22,117 #
Total Retail and Food Services	767	142,621	406	68,192	358	94,856	347	78,930
All Other Outlets	398	25,213	170	42,877	155	12,344	125	9,308
Totals All Outlets	1,165	167,834	576	111,068	513	107,201	472	88,238
Type of business	SHAFTER		SIMI VALLEY		SONORA		SOUTH EL MONTE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	10	3,240	81	50,459	19	2,302	98	6,652
Home Furnishings and Appliance Stores	8	#	95	10,230	21	1,027	74	2,948
Bldg. Matrl. and Garden Equip. and Supplies	6	#	40	26,057	14	9,457	52	6,092
Food and Beverage Stores	16	1,130	76	18,409	11	5,205	35	5,085
Gasoline Stations	12	12,141	32	47,580	6	5,245	9	25,747
Clothing and Clothing Accessories Stores	13	68	129	9,960	35	1,484	137	1,633
General Merchandise Stores	7	425	33	59,768	4	#	45	519
Food Services and Drinking Places	23	1,791	262	42,197	53	4,566	70	6,218
Other Retail Group	45	67,433 #	901	23,682	191	20,458 #	638	3,021
Total Retail and Food Services	140	86,228	1,649	288,342	354	49,744	1,158	57,915
All Other Outlets	77	116,651	1,137	42,792	159	3,871	827	31,166
Totals All Outlets	217	202,880	2,786	331,134	513	53,614	1,985	89,081
Type of business	SOUTH GATE		SOUTH LAKE TAHOE		SOUTH SAN FRANCISCO		STANTON	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	134	28,498	24	4,119	52	7,352	54	6,206
Home Furnishings and Appliance Stores	54	580	22	938	58	10,475	28	2,243
Bldg. Matrl. and Garden Equip. and Supplies	25	534	18	2,423	31	15,616	19	11,012
Food and Beverage Stores	81	7,620	35	10,681	58	9,058	40	4,390
Gasoline Stations	21	27,380	12	7,101	27	27,949	11	16,916
Clothing and Clothing Accessories Stores	86	4,455	54	4,302	33	166	42	602
General Merchandise Stores	45	25,540	8	#	14	#	14	#
Food Services and Drinking Places	156	15,894	130	15,515	205	26,882	100	10,397
Other Retail Group	324	5,468	232	10,386 #	286	73,060 #	119	8,838 #
Total Retail and Food Services	926	115,970	535	55,464	764	170,558	427	60,606
All Other Outlets	567	31,802	240	11,449	773	88,608	286	14,608
Totals All Outlets	1,493	147,773	775	66,913	1,537	259,166	713	75,214

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	STOCKTON		SUNNYVALE		TEMECULA		THOUSAND OAKS	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	268	111,294	60	80,336	108	110,593	101	132,989
Home Furnishings and Appliance Stores	203	20,386	165	31,744	136	17,336	162	28,419
Bldg. Matrl. and Garden Equip. and Supplies	88	51,594	35	37,882	57	26,764	44	22,548
Food and Beverage Stores	263	40,562	92	18,064	73	17,584	78	29,161
Gasoline Stations	77	89,034	28	40,632	27	61,997	29	53,012
Clothing and Clothing Accessories Stores	363	33,246	104	9,694	238	31,080	236	36,964
General Merchandise Stores	93	93,211	13	45,439	51	83,375	53	30,654
Food Services and Drinking Places	576	74,132	380	57,754	322	65,199	331	68,889
Other Retail Group	1,385	84,110	855	81,682	1,027	38,517	1,256	52,072
Total Retail and Food Services	3,316	597,569	1,732	403,227	2,039	452,443	2,290	454,708
All Other Outlets	1,490	174,759	1,229	314,706	1,021	140,678	1,479	97,062
Totals All Outlets	4,806	772,328	2,961	717,933	3,060	593,121	3,769	551,770
Type of business	TORRANCE		TRACY		TRUCKEE		TULARE	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	141	167,739	60	48,810	19	1,923	59	20,352
Home Furnishings and Appliance Stores	344	56,112	69	22,913	28	2,322	48	1,819
Bldg. Matrl. and Garden Equip. and Supplies	95	35,729	24	13,719	23	7,473	32	17,231
Food and Beverage Stores	128	28,281	58	11,195	17	4,497	37	8,515
Gasoline Stations	37	65,870	19	45,132	12	8,140	26	42,698
Clothing and Clothing Accessories Stores	800	52,502	116	9,756	47	1,691	141	14,632
General Merchandise Stores	272	93,336	23	39,005	6	#	20	21,749
Food Services and Drinking Places	484	94,213	161	26,330	68	8,858	137	17,094
Other Retail Group	3,385	81,274	363	14,144	216	8,876 #	322	9,005
Total Retail and Food Services	5,686	675,056	893	231,004	436	43,779	822	153,094
All Other Outlets	1,973	195,266	399	34,972	187	7,563	336	41,356
Totals All Outlets	7,659	870,322	1,292	265,976	623	51,343	1,158	194,450
Type of business	TURLOCK		TUSTIN		UKIAH		UNION CITY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	93	17,520	43	101,372	24	10,980	21	2,841
Home Furnishings and Appliance Stores	61	3,641	140	29,061	15	2,096	55	12,474
Bldg. Matrl. and Garden Equip. and Supplies	31	23,853	22	16,815	17	13,522	18	26,252
Food and Beverage Stores	62	11,233	66	20,133	22	6,243	48	7,625
Gasoline Stations	27	37,415	18	35,005	12	12,903	12	15,169
Clothing and Clothing Accessories Stores	94	8,143	151	23,930	32	2,973	46	1,201
General Merchandise Stores	26	48,268	33	64,591	6	15,249	17	#
Food Services and Drinking Places	161	26,506	214	44,224	81	8,896	127	21,819
Other Retail Group	391	17,523	624	36,819	249	8,745	285	29,331 #
Total Retail and Food Services	946	194,102	1,311	371,949	458	81,607	629	116,711
All Other Outlets	477	42,713	884	62,024	230	8,771	449	62,600
Totals All Outlets	1,423	236,815	2,195	433,973	688	90,377	1,078	179,311
Type of business	UPLAND		VACAVILLE		VALLEJO		VENTURA	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	131	22,959	57	51,435	80	44,066	131	78,622
Home Furnishings and Appliance Stores	98	6,533	72	14,146	62	10,029	153	14,547
Bldg. Matrl. and Garden Equip. and Supplies	44	27,303	28	20,066	23	17,753	81	34,296
Food and Beverage Stores	56	9,984	59	13,180	85	14,428	100	21,747
Gasoline Stations	21	27,473	33	39,476	35	39,290	41	52,457
Clothing and Clothing Accessories Stores	86	4,221	160	49,306	90	7,632	256	27,713
General Merchandise Stores	28	28,919	21	47,453	21	34,717	88	40,908
Food Services and Drinking Places	179	26,175	191	36,428	220	28,110	389	55,418
Other Retail Group	609	23,503	530	24,265	700	20,831	2,101	39,821
Total Retail and Food Services	1,252	177,070	1,151	295,755	1,316	216,856	3,340	365,529
All Other Outlets	721	33,851	477	31,544	502	22,580	1,565	80,661
Totals All Outlets	1,973	210,921	1,628	327,298	1,818	239,436	4,905	446,190

NOTE: Detail may not compute to total due to rounding.

TABLE 5. TAXABLE SALES IN THE 272 LARGEST CITIES, BY TYPE OF BUSINESS, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

Type of business	VICTORVILLE		VISALIA		VISTA		WALNUT CREEK	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	129	93,159	116	60,772	77	32,661	73	96,932
Home Furnishings and Appliance Stores	146	18,531	127	21,925	73	7,122	125	17,118
Bldg. Matrl. and Garden Equip. and Supplies	28	21,225	67	29,048	57	26,996	32	7,803
Food and Beverage Stores	78	18,362	60	17,946	66	14,890	49	17,020
Gasoline Stations	34	47,651	38	32,041	26	43,331	26	30,781
Clothing and Clothing Accessories Stores	266	18,619	243	24,431	81	6,627	169	53,718
General Merchandise Stores	70	59,304	38	78,378	26	48,406	20	33,535
Food Services and Drinking Places	221	36,654	298	50,507	210	26,682	233	49,946
Other Retail Group	1,078	23,613	714	41,228	669	18,715	738	31,500
Total Retail and Food Services	2,050	337,118	1,701	356,276	1,285	225,430	1,465	338,353
All Other Outlets	526	35,891	945	151,149	975	71,967	774	56,679
Totals All Outlets	2,576	373,009	2,646	507,424	2,260	297,397	2,239	395,031
Type of business	WATSONVILLE		WEST COVINA		WEST HOLLYWOOD		WEST SACRAMENTO	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	41	18,440	57	75,864	23	#	79	10,872
Home Furnishings and Appliance Stores	32	2,295	94	15,484	146	36,168	36	#
Bldg. Matrl. and Garden Equip. and Supplies	24	11,611	20	#	27	5,942	32	18,481
Food and Beverage Stores	62	8,792	73	11,217	58	25,256	41	12,136
Gasoline Stations	17	18,356	19	33,840	7	8,794	20	24,453
Clothing and Clothing Accessories Stores	79	3,618	183	30,345	218	21,013	46	2,363
General Merchandise Stores	12	13,564	53	34,975	22	#	9	24,244
Food Services and Drinking Places	129	14,439	223	39,560	227	81,772	108	12,206
Other Retail Group	308	10,281	539	27,474 #	536	59,632 #	212	29,789 #
Total Retail and Food Services	704	101,396	1,261	268,758	1,264	238,576	583	134,542
All Other Outlets	411	26,168	394	28,362	600	37,193	539	143,745
Totals All Outlets	1,115	127,565	1,655	297,120	1,864	275,769	1,122	278,287
Type of business	WESTMINSTER		WHITTIER		WINDSOR		WOODLAND	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	78	54,200	69	11,454	9	2,143	46	18,519
Home Furnishings and Appliance Stores	135	17,955	72	2,729	13	610	44	4,580
Bldg. Matrl. and Garden Equip. and Supplies	31	12,497	36	12,674	11	#	31	16,078
Food and Beverage Stores	126	15,110	61	14,686	21	3,872	39	8,964
Gasoline Stations	24	36,369	15	24,328	6	7,680	17	20,812
Clothing and Clothing Accessories Stores	266	17,625	111	8,580	17	120	56	4,197
General Merchandise Stores	48	49,685	64	19,106	2	#	14	32,665
Food Services and Drinking Places	287	28,157	214	33,026	53	7,273	133	14,463
Other Retail Group	594	20,307	852	18,663	181	27,287 #	307	15,192
Total Retail and Food Services	1,589	251,905	1,494	145,246	313	48,984	687	135,471
All Other Outlets	632	26,478	583	27,845	233	18,309	416	55,972
Totals All Outlets	2,221	278,383	2,077	173,091	546	67,294	1,103	191,444
Type of business	YORBA LINDA		YUBA CITY		YUCAIPA		YUCCA VALLEY	
	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions	Permits	Taxable transactions
Retail and Food Services								
Motor Vehicle and Parts Dealers	39	2,560	78	28,394	56	7,190	38	9,248
Home Furnishings and Appliance Stores	84	21,079	63	6,167	38	514	23	804
Bldg. Matrl. and Garden Equip. and Supplies	32	2,017	28	20,731	24	2,150	13	#
Food and Beverage Stores	21	6,491	63	12,084	23	6,372	14	6,801
Gasoline Stations	7	12,236	24	17,937	10	17,680	11	12,534
Clothing and Clothing Accessories Stores	79	1,780	86	10,459	39	#	21	455
General Merchandise Stores	18	#	24	49,751	12	1,493	6	#
Food Services and Drinking Places	90	15,523	142	22,595	81	9,654	46	7,274
Other Retail Group	469	34,185 #	375	19,281	355	7,536 #	351	26,576 #
Total Retail and Food Services	839	95,869	883	187,398	638	52,589	523	63,693
All Other Outlets	549	22,019	438	32,365	239	7,593	160	3,158
Totals All Outlets	1,388	117,888	1,321	219,762	877	60,182	683	66,850

Sales omitted because their publication would result in the disclosure of confidential information. In Table 5, these are included with "Other Retail Group" when possible.

NOTE: Detail may not compute to total due to rounding.

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, FIRST QUARTER 2012
(Taxable transactions in thousands of dollars)

City	Retail and food services		Total outlets		City	Retail and food services		Total outlets	
	Permits	Taxable Transactions	Permits	Taxable Transactions		Permits	Taxable Transactions	Permits	Taxable Transactions
ADELANTO	150	11,055	256	22,229	GALT	1,159	23,818	1,349	30,208
ALBANY	322	37,583	470	45,110	GONZALES	80	4,727	122	11,501
ALTURAS	108	6,365	165	10,413	GRAND TERRACE	135	9,674	186	22,219
AMADOR	21	#	23	176 #	GREENFIELD	118	9,511	167	12,920
AMERICAN CANYON	228	37,009	356	42,699	GRIDLEY	122	17,840	169	19,136
ANDERSON	269	37,793	414	44,166	GROVER BEACH	217	17,553	362	21,713
ANGELS CAMP	120	12,491	167	13,478	GUADALUPE	46	3,110	70	4,800
ARCATA	509	35,943	728	46,172	GUSTINE	66	2,964	98	3,575
ARTESIA	378	36,717	505	42,395	HALF MOON BAY	401	38,934	593	46,255
ARVIN	104	7,872	132	14,189	HAWAIIAN GARDENS	162	14,435	235	15,944
ATHERTON	107	622	177	2,651	HERCULES	167	21,002	219	33,315
ATWATER	296	46,288	410	56,774	HIDDEN HILLS	37	101	44	163
AVALON	188	9,406	228	10,271	HIGHLAND	396	43,578	534	47,015
AVENAL	70	4,477	84	5,496	HILLSBOROUGH	130	201	199	2,506
BANNING	311	36,587	425	40,669	HOLTVILLE	44	4,056	60	8,716
BELL	407	31,300	597	42,531	HUGHSON	61	2,594	93	9,596
BELL GARDENS	366	47,709	577	52,384	HURON	52	2,794	67	3,217
BELMONT	343	43,478	597	60,484	IMPERIAL	94	27,885	162	39,065
BELVEDERE	30	#	66	3,397 #	IMPERIAL BEACH	245	17,282	327	18,070
BIG BEAR LAKE	398	38,031	515	40,323	INDIAN WELLS	132	14,371	195	36,918
BIGGS	7	323	13	469	IONE	76	1,788	102	3,078
BISHOP	242	28,753	359	42,165	IRWINDALE	268	28,034	610	71,167
BLUE LAKE	21	126	31	366	ISLETON	29	466	37	2,495
BLYTHE	157	33,595	261	41,274	JACKSON	190	11,135	269	12,841
BRADBURY	9	#	12	50 #	KERMAN	140	21,552	187	28,931
BRAWLEY	148	29,625	269	45,535	KING CITY	221	15,692	307	23,189
BRISBANE	91	17,584	227	99,478	KINGSBURG	159	15,172	237	21,395
BUELLTON	133	29,627	262	34,246	LA CANADA-FLINTRIDGE	327	42,233	501	47,314
CALIFORNIA CITY	90	6,676	120	6,857	LA HABRA HEIGHTS	51	122	78	868
CALIMESA	110	13,616	152	14,609	LA PALMA	164	107,162	257	123,446
CALIPATRIA	17	1,921	29	2,572	LAFAYETTE	559	44,924	876	52,822
CALISTOGA	180	11,624	271	17,829	LAGUNA WOODS	146	18,333	183	19,736
CANYON LAKE	173	2,990	217	3,267	LAKEPORT	189	22,679	282	25,270
CARMEL	430	34,708	565	37,298	LARKSPUR	292	36,425	474	43,537
CARPINTERIA	319	28,846	494	38,493	LATHROP	134	40,145	211	51,836
CHOWCHILLA	147	15,206	211	19,635	LEMOORE	196	25,536	282	36,059
CLAYTON	115	6,340	157	7,018	LINDSAY	150	13,918	201	16,250
CLEARLAKE	175	25,680	239	27,098	LIVE OAK	67	5,024	85	5,793
CLOVERDALE	149	11,839	227	13,034	LIVINGSTON	93	28,041	117	30,355
COALINGA	104	15,596	167	20,668	LOMA LINDA	205	66,637	302	83,176
COLFAX	96	8,599	134	11,548	LOMITA	377	33,384	527	37,736
COLMA	100	152,810	161	163,748	LOOMIS	185	9,083	301	16,559
COLUSA	113	12,156	173	18,748	LOS ALAMITOS	362	36,697	622	52,812
CORCORAN	97	10,041	159	20,695	LOS ALTOS HILLS	101	377	149	1,722
CORNING	141	61,037	193	63,006	LOYALTON	16	431	23	657
CORONADO	349	28,295	528	50,046	MAMMOTH LAKES	247	35,156	362	41,451
COTATI	204	30,653	304	34,109	MARICOPA	14	#	16	618 #
CRESCENT CITY	157	17,987	238	22,816	MARINA	207	37,679	330	40,620
CUDAHY	316	12,815	404	25,761	MARYSVILLE	238	30,452	331	38,716
DEL MAR	908	17,893	1,141	22,918	MAYWOOD	240	21,974	350	27,467
DEL REY OAKS	23	5,823	40	6,349	MC FARLAND	61	4,542	86	6,613
DESERT HOT SPRINGS	302	30,489	405	32,773	MENDOTA	89	7,300	112	11,999
DORRIS	15	320	22	340	MILL VALLEY	458	47,158	760	54,288
DOS PALOS	55	3,054	82	7,336	MILLBRAE	336	39,381	487	45,851
DUNSMUIR	51	1,162	72	1,257	MONTAGUE	33	702	45	715
EAST PALO ALTO	117	62,228	158	67,542	MONTE SERENO	35	32	50	412
EASTVALE	246	61,897	376	98,862	MORAGA	221	18,373	325	20,648
ESCALON	105	10,737	159	14,510	MORRO BAY	364	27,530	487	29,935
ETNA	31	890	45	1,004	MOUNT SHASTA	214	10,750	304	15,219
EXETER	154	12,847	222	14,956	NEEDLES	70	6,986	108	7,525
FAIRFAX	193	9,154	295	10,287	NEVADA CITY	276	11,128	376	17,966
FARMERSVILLE	99	10,744	124	11,751	NEWMAN	80	5,538	114	9,261
FERNDALE	77	1,997	104	2,192	OAKLEY	262	21,774	394	29,369
FILLMORE	147	18,469	217	20,029	OJAI	355	17,515	525	22,348
FIREBAUGH	74	7,255	110	16,905	ORANGE COVE	56	3,216	74	3,805
FORT BRAGG	263	25,887	385	30,403	ORINDA	300	16,155	479	19,449
FORT JONES	38	1,578	54	1,842	ORLAND	157	17,092	222	19,935
FORTUNA	248	23,198	359	28,872	PACIFIC GROVE	421	25,319	576	28,734
FOSTER CITY	345	53,527	577	94,652	PACIFICA	470	36,186	714	38,701
FOWLER	86	12,541	141	26,433	PALOS VERDES ESTATES	187	1,835	269	3,453

TABLE 6. TAXABLE SALES IN ALL CITIES EXCEPT THE 272 LARGEST, FIRST QUARTER 2012

(Taxable transactions in thousands of dollars)

City	Retail and food services		Total outlets		City	Retail and food services		Total outlets	
	Permits	Taxable Transactions	Permits	Taxable Transactions		Permits	Taxable Transactions	Permits	Taxable Transactions
PARADISE	589	31,139	819	33,954	SOLANA BEACH	517	49,258	792	61,420
PARLIER	93	6,688	113	7,766	SOLEDAD	128	12,859	174	14,052
PATTERSON	160	26,379	230	36,388	SOLVANG	269	16,012	371	20,700
PIEDMONT	114	2,592	185	2,989	SONOMA	406	42,341	655	47,737
PISMO BEACH	330	43,881	421	46,387	SOUTH PASADENA	429	33,815	635	39,227
PLYMOUTH	38	2,278	62	2,712	ST. HELENA	269	25,576	512	41,753
POINT ARENA	39	1,416	46	1,539	SUISUN	227	22,246	310	22,971
PORT HUENEME	184	16,888	263	18,700	SUSANVILLE	163	23,978	262	25,923
PORTOLA	59	2,154	92	2,981	SUTTER CREEK	113	3,902	147	4,384
PORTOLA VALLEY	79	2,093	136	3,519	TAFT	163	22,189	235	40,202
RANCHO MIRAGE	394	86,964	544	113,125	TEHACHAPI	305	42,550	414	44,117
RANCHO PALOS VERDES	462	22,682	639	40,447	TEHAMA	4	#	5	44 #
REEDLEY	234	27,502	379	35,614	TEMPLE CITY	463	31,320	695	35,178
RIO DELL	37	2,642	51	3,676	TIBURON	172	5,718	300	7,522
RIO VISTA	120	12,821	188	18,263	TRINIDAD	24	#	33	1,859 #
RIPON	154	44,130	235	49,138	TULELAKE	12	313	19	1,060
ROLLING HILLS	24	#	35	71 #	TWENTYNINE PALMS	216	25,157	298	28,471
ROLLING HILLS ESTATES	310	22,463	417	24,028	VERNON	241	15,324	1,013	96,759
ROSS	37	351	79	676	VILLA PARK	72	3,511	128	3,837
SAN ANSELMO	380	19,484	595	21,276	WALNUT	548	30,501	963	41,201
SAN JACINTO	393	43,616	580	49,302	WASCO	161	18,836	222	21,875
SAN JOAQUIN	19	1,719	26	6,953	WATERFORD	70	6,106	91	9,479
SAN JUAN BAUTISTA	136	2,379	160	2,571	WEED	81	18,176	116	18,314
SAN MARINO	206	6,162	326	7,669	WESTLAKE VILLAGE	402	58,049	705	73,291
SAN PABLO	325	34,974	440	39,450	WESTMORLAND	19	#	22	3,796 #
SAND CITY	64	42,026	131	47,596	WHEATLAND	36	2,749	43	2,822
SANGER	237	32,443	348	38,360	WILDOMAR	321	27,618	433	29,621
SANTA PAULA	274	36,401	482	46,798	WILLIAMS	78	10,260	103	11,239
SARATOGA	356	16,950	543	20,033	WILLITS	204	25,604	294	29,933
SAUSALITO	456	23,105	763	28,063	WILLOWS	114	17,238	171	20,954
SCOTTS VALLEY	329	31,008	522	37,549	WINTERS	95	6,926	140	7,341
SEBASTOPOL	393	26,931	568	29,614	WOODLAKE	69	3,495	95	6,121
SHASTA LAKE	110	4,870	180	8,597	WOODSIDE	112	8,311	185	10,595
SIERRA MADRE	246	4,931	338	5,438	YOUNTVILLE	76	13,851	139	16,738
SIGNAL HILL	374	209,207	748	251,603	YREKA	249	26,986	386	30,857

Sales omitted because their publication would result in the disclosure of confidential information. In Table 6, these are included with "Total Outlets, Taxable Transactions".

FOOTNOTES

a/ Per capita taxable sales were derived by dividing first quarter self-assessed taxable sales by the population estimates of the State Department of Finance for January 1. The populations used were 37,427,946 for 2011 and 37,668,804 for 2012.

b/ Some permittees, by the nature of their business, are not required to allocate local sales or use tax to specific local jurisdictions. Their taxable transactions are listed under the column headed "Unallocated" in Table 2. Contractors and manufacturers generate most of the countywide unallocable transactions through construction work and making installations of manufactured products in the various counties. Unallocated taxable sales are not reported in Tables 5 and 6.

Notes concerning permits:

A sales tax permit is required for each place of business operated by all manufacturers, wholesalers, and retailers of tangible personal property except those dealing solely in nontaxable commodities. Permits are tabulated twice a year: as of January 1 and July 1.

Table 3 to Table 5 Conversion Chart

NAICS	Table 3	Table 5
44111	New Car Dealers	Motor Vehicle and Parts Dealers
44112	Used Car Dealers	Motor Vehicle and Parts Dealers
4412	Other Motor Vehicle Dealers	Motor Vehicle and Parts Dealers
4413	Auto. Parts, Accessories and Tire Stores	Motor Vehicle and Parts Dealers
4421	Furniture Stores	Home Furnishings and Appliance Stores
4422	Home Furnishings Stores	Home Furnishings and Appliance Stores
443	Electronics and Appliance Stores	Home Furnishings and Appliance Stores
4441	Building Material and Supplies Dealers	Bldg. Matrl. and Garden Equip. and Supplies
4442	Lawn and Garden Equip. and Supplies Stores	Bldg. Matrl. and Garden Equip. and Supplies
44511	Supermarkets and Other Grocery Stores	Food and Beverage Stores
44512	Convenience Stores	Food and Beverage Stores
4452	Specialty Food Stores	Food and Beverage Stores
4453	Beer, Wine, and Liquor Stores	Food and Beverage Stores
44611	Pharmacies and Drug Stores	Other Retail Group
44612-44619	Health and Personal Care Stores	Other Retail Group
447	Gasoline Stations	Gasoline Stations
44811	Men's Clothing Stores	Clothing and Clothing Accessories Stores
44812	Women's Clothing Stores	Clothing and Clothing Accessories Stores
44813-44819	Family Clothing Stores, Accessories, and Others	Clothing and Clothing Accessories Stores
4482	Shoe Stores	Clothing and Clothing Accessories Stores
4483	Jewelry, Luggage, and Leather Goods Stores	Clothing and Clothing Accessories Stores
45111	Sporting Goods Stores	Other Retail Group
45112-45114	Hobby, Toy and Musical Instrument Stores	Other Retail Group
4512	Book, Periodical, and Music Stores	Other Retail Group
452	General Merchandise Stores	General Merchandise Stores
4531	Florists	Other Retail Group
45321	Office Supplies and Stationery Stores	Other Retail Group
45322	Gift, Novelty, and Souvenir Stores	Other Retail Group
4533	Used Merchandise Stores	Other Retail Group
4539	Other Miscellaneous Store Retailers	Other Retail Group
454	Nonstore Retailers	Other Retail Group
7221	Full-Service Restaurants	Food Services and Drinking Places
7222	Limited-Service Eating Places	Food Services and Drinking Places
7223	Special Food Services	Food Services and Drinking Places
7224	Drinking Places (Alcoholic Beverages)	Food Services and Drinking Places
All others	All Other Outlets	All other outlets